

CHEMIST & DRUGGIST

the newsweekly for pharmacy

October 8, 1988

**Davies delays
next move on
supervision**

**... as Astill asks
what protesters
really want?**

**PI wholesaler
loses licence as
DoH investigates**

**AAH to close
Rudge Roberts**

**Topics in
treatment**

**Employers look
to EEC to recruit
pharmacists**



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References

1. Graham DY, Agrawal N. Presented at International Congresses of Gastroenterology and Digestive Endoscopy, Rome, September, 1988.
2. Agrawal N, Roth S, Mahowald M et al. Gastroenterology 1987; 92: 1290.

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COMMENT

The Royal Society's director of public relations Colin Woolford reminded pharmacists at the Lincolnshire Local Pharmaceutical Committee Conference of the potential news value to the national media of "shock, horror" stories involving pharmacists when weighed against less sensational, but positive stories. His need is for pharmacists to provide a fund of the latter so that he can relay the profession's competence — by implication he has no use for the other. And in inviting the profession to help him maintain the same high standards in PR as "you have in your own profession", he was gently reminding pharmacists that their professional lives need to be without reproach. How timely. The thought that some of the anabolic steroids *et al*, available in some British gymnasiums might come illegally through pharmacies had been raised in media contact with the Society following the various Olympic drug scandals.

National Pharmaceutical Association director Tim Astill used the same occasion to underline his own distaste for parallel importing — both the legal and illegal variety. His concern about the illegal is natural. His problem with the elegance of overlabelled packs is understandable, but it is

a problem with no easy solution.

This week the DHSS reminds all parallel importers of the need to overlabel all imported products — evidently some have been omitting to do so. The absence of overlabels from packs and foils may improve elegance but it is outside the law.

Other reminders include the need to include either no patient leaflet, one in either English alone, or one in English and other languages. What must not happen is the inclusion of a sole foreign language leaflet. Another bone of contention is that changes in a product's market authorisation can make void its parallel import licence. All very confusing — for the pharmacist and the patient.

Mr Astill's primary concern over parallel imports is that they are potentially confusing for the patient. If therapeutically and physically similar imports are available then the problem does not arise. All too often there will be therapeutic equivalence but physical disparity. Then the pharmacist must exercise a professional judgment. But as Mr Astill noted in Lincolnshire, the profession is to be congratulated that it exercises professional judgment such that its use of PIs is not larger than it is.

Employers look to Continent to recruit pharmacists

European pharmacists could be moving into the UK in increasing numbers as both community and hospital pharmacy employers start to look abroad to fill vacancies.

Two French pharmacists have been recruited by Underwoods because of the shortage of suitable candidates in this country, says the company. And two Dutch pharmacists are expected to start work at the William Harvey Hospital in Ashford, Kent, after advertisements in the UK failed to produce any applicants.

Twenty one EEC pharmacists have registered with the Pharmaceutical Society following the free movement directive which came into effect on December 28, 1987. There is now little to bar EC pharmacists from working in the UK, especially in the hospital service. There is a requirement for "Europharmacists" to have a knowledge of English adequate for the provision of pharmaceutical services. There also has to be proof of good character and a certificate of physical or mental health. Additionally an immigrant pharmacist cannot exercise personal control (eg as manager, owner or locum) over a community pharmacy that has

been registered for less than three years.

Richard Beddock and Marie Mengeot are both in their 30s and joined Underwoods after the company undertook a recruitment drive in France. They join Mary Varley, who qualified in the Republic of Ireland and now works for the company as a locum. Although Marie has spent most of her career in retail pharmacies in Paris, Richard has spent time at Stanford University in the USA where he was a post-doctoral fellow in the department of pharmacology.

Underwoods personnel director Graham Cheetham says the company had over 20 replies to its advert in *Le Monteur* for managerial staff. With no pharmacy chains existing in France (where each pharmacy has to be owned by a pharmacist) and many young pharmacists unable to purchase their own businesses, the UK can offer an attractive alternative, he suggests, especially combined with the chance of working in London. "If we are looking ahead to 1992 in an expansionary mood, we have got the people to go and do it for us," he added.

The idea of French pharmacists working in the UK

has caught the attention of a French national radio network and Mr Cheetham was expecting to be interviewed on Thursday. He is considering looking abroad again next year for pharmacist managers.

District pharmaceutical officer John Wigmore was unable to fill basic grade and drug information posts at Ashford, so with the agreement of the hospital personnel office decided to look abroad.

"I thought about Germany, but we couldn't afford to pay their salaries. Then I thought of Holland — we're very well situated here from that point of view," he said.

There were ten applicants for the two posts, and those chosen are due to start work on November 1. Mr Wigmore says the standard of application was very high, but warns that he does not expect such staff to stay for long. "Before pharmacists can work in a Dutch hospital they have to have a certain amount of practical experience, which we can provide," he says. He expects his new recruits to leave within 18 months, but says he could well be re-advertising their posts in the Dutch pharmaceutical Press.

New drug check unit?

An Institute of Medicines Monitoring is likely to be set up shortly to promote studies on drug safety and usage after marketing.

The institute will be governed by members nominated by the Committee on Safety of Medicines, the pharmaceutical industry, the British Medical Association and other interested parties, the *Sunday Times* reports. The new institute would be expected to approve and monitor post-marketing surveillance schemes set up by drug companies.

These schemes have been criticised by Professor Inman of the Drug Research Unit at Southampton University and others who are against the methods used by some companies, which include paying GPs for switching patients onto new treatments, the *Sunday Times* says.

ASA upholds Minadex IQ complaints

The Advertising Standards Authority has upheld complaints by nine members of the public over an advertisement for Seven Seas Minadex Boost IQ multivitamin and mineral supplement headlined "You learn something new every day".

The poster featured an illustration of a notebook and pencil and claimed "Multivitamin and mineral supplement for young people from seven years... 22 nutrients including calcium and iron for healthy bright kids". Although the advert made clear that IQ referred to "increased quota" the complainants said the overall impression of the advert suggested that giving children the supplement would improve their intelligence.

Seven Seas said the advert was designed to emphasise that Minadex Boost IQ was a new product. They did not intend the headline to be seen other than colloquially.

The ASA considered the overall presentation to be ambiguous and capable of suggesting that vitamins could be an aid to learning. In particular the Authority objected to the visual device of the notebook, the headline reference to "learn" and the phrase "bright kids".



"Mr Jones, I'm sure we had some of these steroids earlier this morning."

NSAIDs may hide ulcer symptoms

Non steroidal anti-inflammatory drugs may mask the symptoms of peptic ulceration in the elderly which could delay diagnosis and contribute to a poorer prognosis, according to a paper from doctors in Sheffield published in last week's *British Medical Journal*.

Patients aged 65 and over with gastric or duodenal ulcer were identified by endoscopy. Those with malignant ulcers and superficial erosions were excluded from the analysis.

The 98 patients were split into two age groups — those aged 65 to 74 and those 75 and over. For each age group symptoms of those who had taken NSAIDs in the six weeks before endoscopy were compared with those who had not. In the over 75 group it was found that only six of 36 patients who had taken NSAIDs presented with dyspepsia compared with 13 out of 20 patients who had not taken the drugs but had dyspepsia when examined.

In the 65-74 age group who had taken NSAIDs the number of patients with and without dyspepsia were similar. The doctors suggest that NSAIDs not only contribute to ulceration but also mask the pain that would normally lead to diagnosis. "This is a dangerous combination in elderly patients because it will cause them to present late with complication so."

"Our results indicate that indiscriminate use of NSAIDs in the elderly must be controlled. This is even more difficult now that ibuprofen, like aspirin, is available without prescription."

Davies considers next move

John Davies has obtained more than enough signatures necessary to call a special general meeting of the Royal Pharmaceutical Society.

But he is waiting to consider what further action to take. Mr Davies, who is secretary of the Rural Pharmacists Association, told *C&D* he had support from 10 LPCs and well over 100 signatures from other pharmacists. A written request from at least 30 members of the

Society may require Council to call a special general meeting, to be convened in a "reasonable time."

Mr Davies wants the meeting to debate a vote of "no confidence" in Council following the response to the motion on supervision passed at this year's AGM. He spent two hours last week in a "very friendly" meeting with the Society's president and secretary and registrar, "discussing our differences".

Drug alert scheme in trouble

The Red Alert scheme for detecting serious adverse effects of newly marketed drugs may be abandoned because it is expensive to run and often misunderstood by GPs, according to the Drug Safety Research Unit.

The scheme, which was introduced in October 1987, is run by the unit at Southampton University in conjunction with the Committee on Safety of Medicines. It was hoped that it would detect serious reactions more rapidly and effectively than existing methods.

However, many GPs have failed to follow the instructions properly and forms are being returned reporting trivial side effects or information already reported on yellow cards, Professor Inman of the DSRU told *C&D*.

The scheme is expensive to operate and receives no funding from the Department of Health.

Despite the misunderstanding of the scheme, results on drugs reviewed so far are encouraging, the unit reports. For the nonsteroidal anti-inflammatory drug Relifex, 21,490 Red Alert cards were issued to GPs who had prescribed the drug, and only 660 were returned. Only four reported upper gastrointestinal haemorrhage; most of the other effects were minor.

For the antidepressant Faverin, 15,086 cards were issued and 2,153 reports were received, none of which were serious. These results indicate that both drugs are free from serious, unreported side effects, the unit concluded. The scheme will be continued on these two drugs, as well as the anti-ulcer agents Axid and Pepcid, but if serious problems, not picked up by the yellow card system are detected it will probably not be abandoned, Professor Inman said.

£3m more AIDS aid

A further £3m is to be given to health authorities in England this year to help prevent the spread of HIV infection among drug misusers, Health Minister David Mellor announced last week. The money comes on top of £6.5m specifically earmarked for drug misuse services.

"Injecting drug misusers act as an important 'bridge' for the spread of HIV into the general population. If we are to reduce that risk they must be encouraged to seek help," he said.

A circular to health authorities and FPCs gives advice on establishing needle exchange schemes "for those who believe it would be in their local interest". The Government is expecting a report on the 14 experimental schemes before the end of the year. Results so far suggest the schemes are providing a valuable "enabling" service to those wanting to minimise the risks.

The circular advises health authorities to discuss with FPCs how to meet pharmacists' needs for information about local drug misuse services. Health authorities are instructed to ensure that pharmacists who are willing to accept used equipment from drug misusers are provided with suitable sharps containers and facilities for their disposal.

Barristers call for no-fault compensation

A new no-fault system of compensation for victims of medical accidents based on insurance has been called for by a leading medico-legal expert at the annual Bar Conference in London.

Only the vested interests of lawyers who benefitted financially stood in the way of change, according to Diana Brahmans, a barrister and editor of the *Medico-Legal Journal*. A state-based insurance scheme under which victims of medical accidents could be paid from a special compensation fund should be introduced, she said.

This view was opposed by a High Court judge, Mr Justice Kennedy, who accepted that the current system was "clumsy and to some extent a lottery", but was more sensible, fairer and cheaper to run than many of the alternatives, reports *The Independent*.

Alternatives for Keeping Sunday Special

The Keep Sunday Special Campaign put forward their alternative to total deregulation recently — the Rest Proposals.

They aim to change the current legislation, updating schedule 5 of the Shops Act, and say there is the possibility that the current document might be taken up as a Private Member's Bill. At the launch last Conservative MP for Rugby and Kenilworth, Jim Pawsey, said that, if possible, he would take it up, and there are other MP's who would support him.

KSS say the update has four goals — to protect the special character of Sunday, to promote family life and social contact,

prevent hardship for shopworkers and owners, and give consideration to reasonable needs of consumers.

The document suggests shops could be open for the purposes of recreation, emergencies, social gatherings and the travelling public as long as they meet two further conditions: could the item have been bought or hired before or after Sunday? Would the sale harm the character of Sunday? Other new features include the extension of the definition of shop to include estate agents, street traders, markets etc; shop owners advertising the opening of their non-exempt shops would be subject to criminal penalties, and

tourist area status would be designated by the local authority on the basis of certain criteria.

KSS see their proposals on the tidying up the anomalies without supporting total deregulation. They continue to encourage local retailers who support them to involve themselves in local constituency meetings planned for later this year, and to keep in touch with local councils to make sure the current law is enforced.

But the Shopping Hours Reform Council call the proposals reactionary and restrictive. They are campaigning to change public opinion and anticipate the matter being brought before Parliament in Autumn 1989.

DoH suspends PI dealer's licence

The Department of Health says it has suspended the wholesale dealer's licence of an as yet unnamed parallel importer, following an unsatisfactory inspection report.

The news comes in a letter from the Licensing Authority to all holders of Product Licences (Parallel Importing) — ML PI/42 — which also suggests that PL(P)s that appear appropriately labelled, may still be unlicensed if their European Community Marketing Authorisation number has changed.

The Department says a

Product Licence does not cover the marketing of products from other sources or bearing other marketing authorisations unless and until the licence is varied by the Licensing Authority to include such sources or ECMA numbers.

Companies wishing to have a licence varied should submit a variation application along with an up-to-date sample, the relevant pages of the PI form, and a £75 fee.

A PL(PI) is issued for a named medicinal product which is the subject of a specified marketing authorisation in a specified EC

member state, say the Licensing Authority. It also reminds importers that licences can be suspended, revoked or varied if any of the licence provisions have been contravened.

The letter also reminds importers of the need to inform the Licensing Authority immediately any product is withdrawn, giving full details of the defect and of the regulations concerning labels and leaflets. "We have received reports of imported products not being over-labelled and/or containing foreign language leaflets," it says.

EPO on prescription for eczema

A product based on evening primrose oil has been granted a product licence for use in atopic eczema.

Epogam is expected to be available from around the beginning of November. It is to be a Prescription Only Medicine. Its active ingredient is gamma-linolenic acid (the British Approved Name for gamma linoleic acid).

It is thought that people with eczema may be deficient in essential fatty acids and that providing gamma linoleic acid may help correct the deficiency as well as stimulating production of prostaglandin PGE₁ which is known to have anti-inflammatory properties.

Substitution raised again by Labour

New restrictions on the promotional activities of drug companies and the possibility of generic substitution by pharmacists are among the issues raised in a Labour Party consultative paper on the health service. It also questions whether the NHS itself should manufacture generics "starting out from its base in hospital pharmacies".

Unveiling the paper at a conference last week Mr Robin Cook, the shadow health secretary, made it clear that, while account would be taken of the response from the medical professions, many of the proposals were likely to become established party policy.

Questioning whether the current high level of drug consumption is a considered measure of the need for medical treatment, the paper states "Inappropriate prescription does not merely result in effective expense, but, more seriously can adversely affect patient health."

The medical profession is invited to give its views on whether there should be stricter monitoring of prescription practice to discourage excessive drug use.

One of the administrative changes currently under consideration by the Government in its review of the NHS — the merging of family practitioner committees with district health authorities — is also canvassed.

Dealing with the case for new curbs on promotional activities by the drug companies, the document refers to instances of "a degree of hospitality out of proportion to the amount of technical information imparted, including one seminar on a new product which was located on a Mediterranean island".

Mr Cook spoke about the need for a health quality inspectorate operating on similar lines to the school inspectorate. It would monitor standards and promote best practices.

Back at Brighton...

The main debate on health policy at the Tory Party Conference at Brighton next week will be based on a motion from the Conservative Women's National Committee calling for a package of reforms "that will allow the health service to deliver consistently improving health care for all".

Mr Kenneth Clarke, the

Health Secretary, will make his first major speech since taking up this role and is expected to give a progress report on the proposals for reforming the NHS.

Sunday trading is one of the issues which will feature in a ballot to determine which motions should be considered by the Conference.



Junior Health Minister Edwina Currie visiting the pharmacy stand at Sunderland FPC's exhibition last week. Doing the business is Dr Keith Watson

Watson finds Currie fit

Edwina Currie isn't letting the stress of life at Westminster get on top of her, and that's official. Sunderland LPC's Keith Watson measured the lady's blood pressure last week and found it to be a healthy 130/80mmHg.

Mrs Currie, who arrived with a bag of apples to hand to waiting journalists, was opening an exhibition developed by Sunderland FPC to show the public the range of services available to them from the professions. As a spin-off of

measuring the Minister's blood pressure Dr Watson says he was able to get across to the local Press the kind of facilities pharmacists can offer. Urine and blood analyses were displayed by an Ames representative.

The exhibition, which ran for two days at the Crowtree Leisure Centre, attracted publicity both on local television and in the Press. Sunderland FC team dropped in for a fitness test and people were queuing on the stand to have their blood pressure measured.

Scottish Drug Tariff out

Some four years and one month after the last edition, a new Scottish Drug Tariff has been published by the Scottish Home and Health Department.

The Tariff, like its counterpart in England and Wales, is in bound form and it runs to over 330 pages.

Unlike the England and Wales Tariff, the Scottish Drug Tariff will not be appearing anew each month. However, Scottish contractors will not have to wait quite so long in future for successive issues. The SHHD intends to produce updated versions on a quarterly basis.

Vitamin E and hearts

There is a strong correlation between plasma levels of vitamin E and the incidence of ischaemic heart disease.

High concentrations of vitamin E lower the risk of heart disease in males aged 40-59, Dr Reto Muggli of Roche's vitamin division told a seminar in Basle last week.

He postulated that oxidation of low density lipids provoked atherosclerosis by causing a change in the cell make up of artery walls that resulted in furring of arteries.

In vitro research showed that anti-oxidants such as vitamin E inhibit the formulation of oxidised LDL and the tendency to develop atherosclerosis. The tissue damage caused in an ischaemic attack occurred when the organ was perfused again with blood, said Dr Muggli, and there was evidence that oxygen derived free radicals caused the damage. Vitamin E keeps the level of oxygen derived free radicals down when reperfusion commences, he said.

C&D price service

Some Allergan brands were shown as being no longer available in the October 1 *Price List Supplement*. We would like to stress that these brands, listed below, are still available: - Epifrin, FML-Neo, Kerecid, Lacri-Lube, Liquifilm Tears, Pred-forte, and Propine. We apologise for any inconvenience caused.

TOPICAL REFLECTIONS

by Xrayser

Computed forms

I had a letter a while ago from a pharmacist whose self-generated oxygen returns, printed from his dispensary computer, were returned to him as not acceptable, because his authority apparently required the genuine NHS returns form. Presumably they would accept no other? A pharmacist from the Avon FPC area has sent examples of his computer generated forms which he tells us have been accepted by that authority.

I quote from his letter... "I have been using word processed NHS forms for at least three years when submitting scripts to the Avon Family Practitioner Committee. I do not think I even asked them if the substitute forms were acceptable, but I took care to copy the wording of the original forms, and their layout. I hope these examples may help your correspondent..."

Personally I can't see any reason for a refusal, so long as what we send is a near facsimile of the official document. I haven't tried it myself, but have enough oxygen sets to make it worthwhile.

Oxygen again...

Medigas have maintained their profound silence too long regarding their subcontract to the Lloyds group for the supply of oxygen direct to the patient. So far as I am concerned, since this practice is fundamentally contrary to our provision of a directly involved, caring professional service, and was one of the reasons why we chose to support Medigas when BOC suggested doing this very thing, I have ceased to deal with Medigas.

So now we are back with BOC. An unhappy position, since we have had to revert to their old-fashioned, key

operated cylinder valves, which is seen as retrograde by my patients.

Bobbing about

Bob Worby in the news, firing a great salvo concerning our old favourite — supervision. If you haven't read it do so, (last week, p518). And so with Hoppy Maddock's article (p588) which gives a detailed insight into Council thinking. Am I having second thoughts? Yes, of

course I am, more like 42nd thoughts, actually.

What Dr Maddock proposes is a considerable upgrading of the state of retail pharmacy. It will require an equally considerable input by pharmacists and staff. Time and thought and labour. But it is implicit in the proposals that staff quality must be of a different order in future. It is no reflection on the quality of staff we are able to recruit at present, but it is a fact that shop work — at the pathetic wages blessed by the JIC — is not going to pull the assistants to pharmacy. It is obvious we are looking long into the future for the propositions to be made flesh. And we can accept that the Society does not demand a compulsory change in what we do at present but still it is a matter of our professional conscience. The major objections remain.

1. By relaxing the requirement of constant supervision, the Society will lose the capacity to discipline those who might very easily see this as a licence to a freedom which many think unacceptable.
2. The perception that the presence of a pharmacist was not necessary to the functioning of a pharmacy has serious implications for our position.

Let us see arguments which address these objections convincingly and we will be prepared to continue thinking — again, and again and again!

Unsupervised, of course!



COUNTERPOINTS

Beecham are launching Diocare — a combined antidiarrhoeal and rehydration product — with a £150,000 Press campaign, and are putting almost £4m behind their Winter products over the 1988/89 season.

Pharmacy Only Diocare is suitable for children aged six and over as well as adults. It contains morphine hydrochloride (0.395mg) plus anhydrous glucose (3g), sodium citrate (0.44g), sodium chloride (0.26g) and potassium chloride (0.23g) per sachet. For adults and children over 12 years the recommended dose is two sachets dissolved in 300ml water every two to four hours as required, according to severity of symptoms, but not more than six doses in any 24 hours. Children aged six to 12 years should be given one sachet dissolved in 150ml water. The orange flavoured drink is to retail at £1.89 for a box of 10 sachets.

Advertising for Diocare starts next month in magazines aimed at young mothers and runs through to next year.

A technical leaflet has been produced for pharmacists and Diocare is being incorporated in the dial-a-weekly prize scheme aimed at assistants. A mailing to doctors is planned to make them aware of the product and display material is to be available.

Beecham's cold products will

Diocare aims to stop double trouble



also feature on national television with advertising running from December through to next February: £1.1m is to be spent promoting Day and Night Nurse

cold relief products.

The split screen advertisements for Beechams Powders and Beechams Powders Capsules re-appear in a £700,000

campaign that dovetails with a £1.1m campaign for Beecham "hot remedies" which have been relaunched with no artificial colouring.

In the cough sector Veno's is to be supported with £1m worth of national television advertising while Veno's Night-time is to feature in a tactical Press campaign to run in *Family Circle*, *Practical Parenting*, *Mother & Baby*, *Parents* and *Mother* from next month through to January 1989.

In-pharmacy support for the Winter products comes in the form of a window display unit for the whole range. Linked with the display unit is a competition for pharmacy assistants which involves taking a picture of the unit assembled in the pharmacy window.

The winner will be given a case of pink champagne, red roses, and some chocolates to be delivered to the person of their choice on St Valentine's day. There are to be 39 runner-up prizes of pink champagne and a red rose, say Beecham.

Other POS includes a counter top unit for "hot remedies" and an A5 showcard for Mac Extra, and there is a technical leaflet for pharmacists highlighting the effects of the active ingredient hexylresorcinol. *Beecham Health Care*. Tel: 01 560 5151.

Liquid soap from over the water

Altelave is a new liquid soap and shampoo, manufactured by Ovelle in Ireland, and now available in Britain.

The product has a pH of 6.5 and is unperfumed, and free from detergent, colouring additives and formaldehyde preservatives, says distributors Dragon Pharmaceuticals. Packed in 150ml bottles (£2.95 rrp). Altelave comes in display packs of six bottles. Advertising in the *Lady*, and *Hair* magazines is planned, say distributors, *Dragon Pharmaceuticals Ltd*. Tel: 06333 70676.

All about body care...

A new body care report by Mintel shows that the cosmetics and toiletries industry was worth £2.4bn in 1987 with a market growth of 60 per cent since 1983.

Mintel say that with a steady growth of around 12.5 per cent since 1983, the body care market has expanded ahead of the general rate of inflation throughout the period, despite overall market growth levelling off to just over 10 per cent in 1987.

Mintel argue that it weathered the storms of the early 1980s well. But they point out that following the economic downturn towards the end of 1987, growth rates may well be more modest than those experienced since 1983.

Hair care, colour cosmetics, female fragrances and personal hygiene accounted for some two

thirds of the total body care market in 1987, with hair care increasing its rsp from £416m in 1986 to £468 in 1987 and personal hygiene up from £330m to £349m at rsp over the same period.

Conversely, oral hygiene, and personal hygiene toiletries and sun preparations experience growth rates which were below the overall average.

Mintel have highlighted may trends in the market including: a shift from gift buying to self purchase, and tendency to trade up. Mintel also highlight towards a new product formulations such as mousse and gel formulations; more products for sensitive skin; and more fragrance-free and herbal products. The report costs £550 and from *Mintel Publications Ltd*. Tel: 01-836 1814.

Diana B for Beauty

A biodegradable range of beauty products, using natural ingredients, has been produced by a new enterprise called the The Green Shop.

The "Diana B for Beauty" range is hypo-allergic, contains no animal materials, and is not tested on animals. The range includes shampoos, skin creams, cleansers and toners, hand cream, body and foot lotions, foam bath and shower gel, talcum powder, deodorant, and a gentleman's aftershave.

The Green Shop can supply products for "own label" use and also offers franchise the opportunities. *The Green Shop*, 8 St George's Place, Brighton BN1 4GB. Tel: 0273 571221.

We're spending £3.2 million on our cream. (So milk it for all it's worth.)

You'll be pulling your hair out if you haven't got plenty of new Cream Silk conditioner this autumn. Because we're spending £3.2 million on a TV and press campaign that's designed to keep it firmly in it's position as brand leader.

The advertising will have a creamy theme and will feature a range of conditioners that'll suit all your customers.

It'll also introduce new Cream Silk Intensive Conditioning Treatment – a product that'll revitalise the most lifeless or damaged hair.

As the campaign will also feature our stylish new packaging, there's one thing you can count on.

If you stock up on Cream Silk, you'll cream off a lot more profit.

Cream Silk conditioner.

It's the Cream!



Solid as a RoC

A new look, new eye make up and an eye contour treatment are part of Roc's "new direction" for the coming year.

The revamped packaging has a more up to date pestle and mortar logo and a colour-coded flash to indicate product groups — blue for skin care, burgundy for make up, orange for sun care and green for body care. The guarantee "tested non-comedogenic" and "tested for contact lens wearers" will be added where relevant.

An ultra-fine powder eyeshadow will be launched in the new livery this month in eight lightly-pearlised shades containing a sebum-absorbing agent to prevent creasing, vitamin E and mineral pigments to protect against UV light (£6.25).

Following consumer demand, sable is being re-introduced into the cream eyeshadow range (£5.75) which will be available in three colours; there will be five shades of eye pencil (£4.65) and three of mascar (£5.75). An eye contour treatment gel containing hydrolysed protein, polyvidene and witch hazel will be launched in November (15ml, £11.50).

January 1989 will see the second stage in the relaunch. A mat foundation for oily and acne prone skins will be introduced in two shades (30ml, £7.10). It helps disguise blemishes, is non-comedogenic and contains sunscreens. *Roc Laboratories UK Ltd. Tel: 0273 517723.*

A plan for Bodyplan

Bodyplan is to be supported by a second burst of advertising starting in September. And a sampling programme in the TVS region will begin this month.

Starter packs contain three Bodyplan sachets, a 32 page booklet, and mixing beaker. Packs of single flavours are also available containing six sachets plus an eight page leaflet. *Reckitt & Colman Products Ltd; Tel: 0482 26151.*



Ten-O'-Six make a clean sweep

Eylure are launching three new deep cleansing products into their Bonne Belle Ten-O'-Six skincare range.

The new deep pore cleansing pads (75 wipes, £1.99) are pre-moistened with Ten O' Six lotion and presented in a leak-proof plastic jar contained within a carton. Eylure say that the pads are a convenient way to apply Ten-O'-Six cleanser and that the jar is small enough to fit into a handbag or satchel.

Clean Sweep facial scrub (£2.75, 100ml) is an exfoliating scrub containing apricot oil and crushed walnuts which is said to be gentle to the skin. Bonne Belle say that just a small amount applied to a damp face with the fingertips removes dulling skin cells and deep down dirt which can lead to spots and blackheads. The scrub is in a tube contained within

an outer carton.

Ten-O-Six glycerine cleansing bar (£1.29) is Bonne Belle's third new cleansing product for dry and sensitive skin. It is said to be non-drying and pH balanced.

Bonne Belle are introducing two special discount parcels, for the trade. The first costs £69.99, a saving of £5.67 on normal trade price, and comprises 12 units of cleansing pads; cleansing bar; plus six units of facial scrub; and other Ten-O'-Six products. These include 12 units of lotion, lotion mild and sudsing cleanser. A free merchandiser comes with this package if required.

The second parcel costs £33.23, a saving of £1.75 on normal trade prices, and contains 12 facial scrub and glycerine bars, plus six cleansing pads, and a merchandiser. *Eylure Ltd. Tel: 06338 38611.*

Almay tempt the men

Almay are to produce a range of skincare products for men.

They say that research has shown a high percentage of the male population suffer problems with shaving, and that a high proportion of men use female skin-care products, opening the way for a skincare range targetted specifically at men.

The range will include a skin cleanser (70ml, £4.50); a moisturiser (150ml, £4.50); an aftershave soother (150ml, £4.50)

to help reduce irritation caused by shaving; and a foaming gel for shaving (200ml, £4.50).

Almay say that they plan to educate the male market by detailing the benefits of male skin care products and encouraging trial usage. The products will get their first showing in major Boots branches from October 1988, and selected chemists and department stores nationwide in April, 1989. *Almay (London, New York). Tel 0753 23971.*

Clarins concentrate on skin repair

Clarins have updated the formulation and name of their Restructuring Beauty Treatment, calling it the Clarins Skin Beauty Repair Concentrate.

The concentrate (15ml, £16) is said to be suitable for all sensitive skin types and is also suitable for men whose skin is sensitive after shaving.

The new formulation contains glycyrrhetic acid which has been combined with a phospholipid derived from soya to produce glycyrrhetic acid phytosome. It also contains a vitamin A derivative; batylic alcohol which is naturally present in sebum; and vegetal perhydroqualene which is said to be structurally similar to sebum. Finally, lavender, mint and marjoram essential oils are added for what Clarins call their desensitising and soothing properties.

The Skin Beauty Repair Concentrate will be available from the end of October 1988, at chemists, selected department stores, health hydros and beauty salons throughout the country. *Clarins UK. Tel: 01 629 2979.*

Innoxa's First Steps twin up

Innoxa are introducing a First Steps duo pack which contains both a cleanser and a toner.

The first pack is for normal/dry skins (£2.95) and contains a liquid cleansing lotion and an alcohol-free toning lotion. The second pack for normal/combo skins contains a Clean Face water-soluble cleanser and a skin toner.

The products are packaged in a clear cosmetic bag and are said to be ideal as space savers or for travelling. They will be available from January 1989 at chemists, Boots and leading department stores. *Innoxa (England) Ltd. Tel: 0323 641244.*

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The revolutionary Epilady.

IT COULD BE A HAIRY CHRISTMAS FOR SHAVERS.

Epilady has surpassed even the most ambitious forecasts, and success keeps on coming for this revolutionary product. Not a shaver, not a razor, something entirely new. An electrical appliance that removes hair by the roots, without mess or fuss or preparation... the only product of its type on the market. Half a million sold in the UK in its first year of business—and that's without the forthcoming Christmas season!

Firmly established as The Product of the Year, Epilady promises you a sensational year's end. Our pre-Christmas publicity will ensure it's on your customers' gift lists. So make sure you're ready, with plenty in store.

A superior product. A superior gift. And superior margins and profits for you. It all adds up to a very happy Christmas for you and Epilady, if a rather hairy one for shavers!

EPILADY®

The product of the year.

The present of the year.

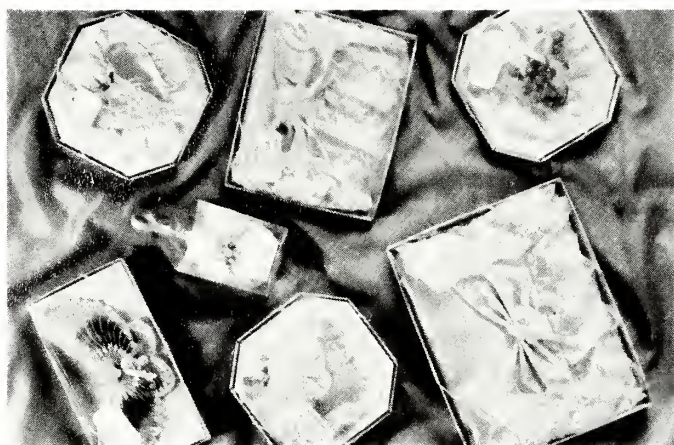
Cotton pickin' offers are Wellcome

Macdonald and Taylor, a division of the Wellcome Foundation are currently offering a total of five extra fill packs in their Simply Gentle cotton wool collection.

The special packs range from 15 per cent extra free in the Handy Pleat size (70g promotional pack) to 20 per cent extra free in the 100 Sno' drops and Snobuds packs (120 buds). *Macdonald and Taylor, 01-620 1131.*

More muscle for Seatone

Seatone have donated this year's first prize in Arthritis Care's fundraising Christmas Draw, offering £400 towards the holiday of the winner's choice. "We wanted our prize to appeal to everyone" said Deirdre Moroney, marketing manager. *Booker Health Foods. Tel: 09323 54211.*



Sweet dreams are made of this

Kingsgrange, the parent company of Potter and Moore have launched a new range of fragranced bedroom accessories for the gift market called Secret Dreams.

Secret Dreams consists of three collections in ivory, rose and white which are scented with a tea rose fragrance and edged with lace.

Lingerie bags come in large and small sizes (£9.99 and £5.99

respectively); a butterfly pot pourri sachet costs £5.99, and a victorian heart, £4.99. There is also a selection of perfumed sachets including a pearl lace heart (£5.99), a square lace fan (£4.99) and a satin puff (£3.99).

Secret Dreams are packaged in co-ordinated presentation boxes decorated with pink elasticated cord and finished with a matching gift bag. *Kingsgrange Ltd. Tel: 0733 76266.*

Revlon blushes!

Revlon have introduced a new complexion blush with a silicone formulation for the Autumn.

The blusher (£8.50) comes in twelve different shades, from peach through to plum. Each shade is said to have a velvety texture that will not change colour on the skin or become blotchy.

Packaged in a black compact with a fluted lid, it has a mirror inside, together with an applicator brush in natural hair. The blush will be available from the Revlon counter in larger chemists, selected department stores and Boots nationwide from December.

Revlon are also introducing Eyeshadow Prisms eye colours (£7.50 each). Three toning colours are packed geometrically in a black compact with fluted lid and inside mirror. Each colour can be applied dry for shading, when wet for shadowing or lining, flat topped with a dome making a platform for blending.

Eyeshadow Prisms are available from November. *Revlon International Corporation, Tel: 01 629 7400.*

Big names for Kent

Kent Cosmetics have acquired the licence and distribution rights for the brand names Apple Blossom, Courant, Emotion and Moisture Response, which were previously owned by Helena Rubinstein.

All these products will become available to the retail trade in February 1989 with the exception of Apple Blossom which is being manufactured for the Christmas 1988 market, and is available now with either counter display packs or is individual items in 30ml EDP, 50ml EDP or 100g talc sizes. Kent say that these will be offered to the retail chemist at an introductory price of almost 50 per cent of previous RSP. *Kent Cosmetics Ltd. Tel: 0622 859898.*

Shulton GB have announced that their Pierre Cardin mens fragrance range will be distributed in the UK by Eyclure Ltd (Fine Fragrances Division) from December 1, 1988. Simultaneously, Shulton will be handing the Geoffrey Beene line Grey Flannel to Bergal Ltd in line with a change of ownership. *Shulton (Great Britain) Ltd: 091-237 1231.*



Sensodyne go for kids

Stafford-Miller have launched Sensodyne Search 2 specifically designed for children under five years old.

The new toothbrush is expected to retail for around £0.99. It comes in four pastel shades — pink, mint, lemon and blue — and features a very small head and extra soft, end-rounded filaments. Stafford Miller say the brush's long, slim neck allows easy access to the back of the mouth and the broad handle gives a comfortable grip for toddlers and

adults who may be supervising brushing.

Search toothbrushes now account for more than 40 per cent of Sensodyne sales, say Stafford-Miller, and the new Search 2 is expected to expand business further by attracting new users at a young age.

Details of bonuses on Sensodyne toothbrushes are available from company representatives or the sales office at *Stafford-Miller Ltd. Tel: 07072 61151.*

Taking Silk

H. C. Bexfield have introduced a Silks Collection of cosmetic brush sets and individual brushes for travel and home use.

The Deluxe brush set (£7.50) has a selection of twelve brushes in an easy wipe wallet. All of the brushes are designed with purple handles with gold ferrules and caps.

The Silks travel set (£8.99) is said to provide the ideal overnight beauty brush kit for nail, hair and facial care. It contains six cosmetic brushes, a small vent brush, and a folding tooth brush in a holder. There is also a nail file and a pencil sharpener, and the set is contained within a blue satin wallet which has a wet pack inner liner.

The Silks Collection (£1.60) contains a number of smaller brushes, including silk sponge applicators with purple stems, and gold ferrules. These have double ended foam pads which are washable and reusable. *H.C. Bexfield. Tel: 0909 772866.*

Evans new sugar free linctuses are Evacode codeine linctus 100ml (£1.04) and 200ml (£2.07); and Evaphol pholcodine linctus 100ml (£1.04) and 200ml (£2.07). *Evans Medical Ltd. Tel: 0582 608308.*

Exciting news about tranquillity



Kalms

TABLETS

Relieves periods of nerve strain and tenseness, so allowing restful sleep.

A non habit forming natural plant remedy

TODAY there is increasing concern about the use of synthetic tranquillisers, and the potential of some of them for creating dependence or even addiction.

Yet the pressures of modern life continue to intensify, and many people are looking for something that will help them cope.

Kalms is a unique formulation of natural plant extracts, with traditional herbs that include valerian, gentian, hops and asafetida. It is the gentle, non-habit forming natural remedy that soothes away nervousness and tenseness, helping the sufferer to relax and enjoy a good night's sleep.

Growing Demand

Thousands of people have found that Kalms has helped them relax. They are spreading the news to their friends by word of mouth. We are further stimulating the growing demand by advertising regularly in the major newspapers and magazines.

Economical in use

A hundred tablets cost less than the prescription charge. Trade margins are rewarding — in recognition of the importance of pharmacists in the growing success of this natural remedy.

You can confidently stock, display and counter-prescribe Kalms.

For those who seek tranquillity. Naturally.

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We understand that when you place your business with us we hold your reputation in our hands.

That's a responsibility we don't take lightly and to fulfil it we have applied both minds and money to providing the retail pharmacist with the most advanced systems available.

Our vans, for instance, all 370 of them, our articulated vehicles, and most important, their drivers, are there to make sure that what you order gets to you when you need it.

In most areas we will deliver to you twice a day and wherever you are we will never

knowingly let you down.

In the end what really matters is the people behind those services.

We believe that the quality of our service is second to none because the people who run it are second to none.

Call your local Vestric Manager now and we'll prove it to you.



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WE'RE ALWAYS THERE, WE ALWAYS CARE

New look to Cussons ads

Fashion-orientated advertisements in the women's Press start a campaign for Imperial Leather toiletries heralding a new approach to the brand's advertising, according to Cussons.

The initial £1m burst running from October to March 1989 is the first to feature products across the range including dry deodorant and Gold shampoo and conditioners.

The ads will appear in high-circulation women's and general interest magazines such as *Best*, *Cosmopolitan*, *Good Housekeeping* and *TV Times*. Cussons (UK) Ltd. Tel: 061 792 6111.

Unichem's exclusives

Gaviscon and Elastoplast are both on exclusive promotion with Unichem this month.

Reckitt & Colman have produced a special trial size Gaviscon (100ml, £0.99) for the offer, which is available via Unichem representatives. Free stock is included in the deal which includes a counter display stand.

A special display stand is also available with the Elastoplast deal. New products recently added to Smith & Nephew's range are included. Full details are available from Unichem representatives. Unichem Ltd. Tel: 01-391 2323.

Hair today

G.B. Kent are launching a duo-pack offer so that the consumer can buy two styling brushes LA5 and LA4 for £3.79, a saving of £1. The trade price is £2.50 and the brushes are sold in packs of six. G.B. Kent & Sons plc. Tel: 0442 51531.

Free sheets

Kimberley-Clark are launching a added value promotion to stimulate sales of Kleenex travel tissues.

From October consumers will be offered 20 per cent extra sheets free to coincide with the upsurge in demand from the Winter season. Kimberley-Clark Ltd. Tel: 0622 77700.

From October 3 responsibility for sales of **Arun Products** Ltd will be taken by *De Witt International*. Tel: 01-441 9310.



A proper clean

Oral-B are launching a new interdental brush system with a snap-lock head designed to make brush insertion and locking fast and easy.

The flat, longer handle and grip gives better control and manoeuvrability, say Oral-B, who add that a long slim neck with improved head angle is designed to give easier access to posterior teeth and improve comfort and control through better balance.

In addition, the new plastic coated wire brush, available in both tapered and cylindrical

heads, is designed to prevent galvanic shock.

Mark Haggett-King, Oral-B brand manager is confident of success. "There is an ever-increasing awareness among consumers of the benefits of using interdental aids to complement regular brushing," he says.

Oral-B's new interdental brush system comes in boxes containing 18 blister-pack cards (two brushes per blister) and will retail at £1.99. Oral-B Laboratories Ltd. Tel: 0296 432601.

Philips battery booster

For the pre-Christmas selling period Philips have six consumer promotions on various Philipsave and Ladyshave models.

Five of the promotions offer free Philips batteries (worth £1.50) when an HS155 or HS125 Philipsave or an HP2602, HP2304 or HP2604 Ladyshave is

purchased.

The sixth promotion offers a free in-pack Oleg Cassini Lazer Sapphire Dust nail file (worth £1.40) on the HP2611 Ladyshave Mains. Flashed offer packs are now available as long as stocks last. Philips Home Appliances. Tel: 01-689 2166.

ON TV NEXT WEEK

GTV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
TV-am Breakfast
Television

STV Scotland
(central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Andre family tissues:	All areas
Colgate Dental Cream:	All areas
Elizabeth Taylor's Passion:	All areas
Finesse:	All areas
Haliborange:	All areas
Reach toothbrushes:	C.A, TVS, LWT, TV-am
Senokot:	All areas
Simple skincare range:	All areas except LWT & TV-am
Stickers false nails:	All areas

SALES FIGURES FLAGGING?



GIVE 'EM A LIFT WITH PICK-UPS

Pick-Ups give your customers fast relief from temporary fatigue and drowsiness.

For you, they give extra sales.

Pick-Ups are new. A unique formulation of caffeine and dextrose, attractively packaged for maximum on-shelf impact and competitively priced.

They're advertised in the national press so your customers will be looking for them.

So if you stock Pick-Ups, they'll know where to find them, won't they? Available from your usual wholesaler.

PRODUCT INFORMATION

Presentation: Each PICK-UPS tablet PL0459/0001 contains Caffeine BP 50 mg and Dextrose Monohydrate BP 130 mg. Each carton contains 60 tablets strip-packed.

Legal Category: GSL

Price: RSP £1.59 (incl VAT) per unit 60 tablets.

Trade Price: £11.06 (excl VAT) per outer of 12 units.



E.G. Marketing.
A division of English Grains (Holdings) Ltd,
Park Road Burton on Trent, Staffs.

LEMSIP AND DISPRIN

COUNTER DISPLAY

"MYSTERY SHOPPER"
NEWS FLASH

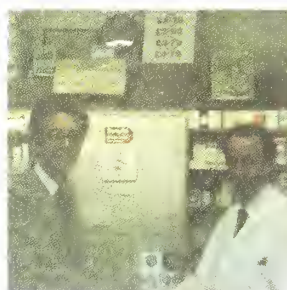
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BACKED BY A MASSIVE £3.5m
NATIONAL TV CAMPAIGN.**



DISPLAY

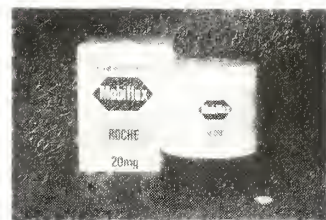
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SCRIPT SPECIALS

Mobiflex — a new NSAID



On October 10, Roche are launching Mobiflex which contains tenoxicam, the second of the oxicam class of non-steroidal anti-inflammatory drugs (NSAIDs) to be available in the UK.

Mobiflex offers once daily dosing in the relief of pain and inflammation in osteo- and rheumatoid arthritis, having a mean plasma half-life of 72 hours.

Roche say that clinical trials, have shown Mobiflex, in a dose of 20mg once daily, to be at least as effective as the same dose of piroxicam. Other studies suggest the same dose is also as effective, and as well tolerated as the normal recommended doses of ibuprofen, indomethacin, naproxen and diclofenac, say Roche.

Mobiflex is launched in a "original dispensing" pack which Roche say provides easy access for patients who find a standard pack difficult and painful to open. The pack, which dispenses one tablet when its top is pushed, is round and squat and has a clear top (extra tablets cannot be replaced

in the pack).

Although Roche are the product licence holder and distributor of Mobiflex, the product will be jointly marketed to doctors by Duncan Flockhart.

Manufacturer Roche Products Ltd, PO Box 8, Welwyn Garden City, Hertfordshire, AL7 3AY

Description Red-brown, film coated, pentagonal tablets, imprinted "Mobiflex" on one face, and containing 20mg tenoxicam

Uses Relief of pain and inflammation in osteo- and rheumatoid arthritis

Dosage 20mg once daily, taken at the same time each day with water or other fluid. Avoid higher doses as they do not give a significantly greater therapeutic effect and may be associated with a higher risk of adverse effects

Side effects, contraindications, etc As for other NSAIDs, see Data Sheet

Supply restrictions POM
Packs 28 (£16.52) and 500 tablets (£295, both prices trade)

Product licence 0031/0200

Issued October 1988

Estrapak 50

Ciba-Geigy have introduced a combination pack of oestrogen patches and oral progesterone for the relief of menopausal symptoms caused by hormone deficiency.

Estrapak 50 contains eight adhesive transparent, transdermal systems, with a

reservoir of 4mg oestradiol, from which about 50mcg of oestradiol is absorbed in 24 hours, and 12 red, round, slightly convex, tablets with bevelled edges, marked "CG" and "LK", each containing 1mg norethisterone.

The transdermal oestrogen is used without a break during the cycle, with one patch being applied twice weekly, and the norethisterone is taken daily from days 15 to 26 of each 28 day cycle.

The compliance pack of Estrapak 50 costs £7.95 trade and its product licence number is 0001/0121. *Ciba Laboratories. Tel: 0403 50101.*

Favour Dripac

New from Roussel Laboratories is the Clinifed Favour Dripac. This new presentation of the enteral feed features an inner plastic bottle, surrounded by an oxygen absorber and a multi-layer overwrap.

Roussel say this 500ml pre-filled reservoir (£21 trade), can be used with any spiked enteral giving set. An application for listing as a "borderline substance" has been made. *Roussel Laboratories Ltd. Tel: 0895 834343.*

BRIEFS

Bencard are introducing these original packs: Amoxil capsules 250mg (21 £3.67) and 500mg (21 £7.34); Norval tablets 10mg (84 £5.50); 20mg (28 £3.66) and 30mg (28 £5.50, all prices trade). *Bencard. Tel: 01-560 5151.*

Cox Pharmaceuticals say the colours of their 250mg mefenamic acid capsules have been changed to pale blue/yellow and markings are now "MEF 250" and "X". And atenolol tablets are now marked "Cox" and in addition, "AH" on the 50mg strength and "AJ" on the 100mg. *Cox Pharmaceuticals. Tel: 0271 75001.*

Marcaïn Top Hat is a new presentation of bupivacaine featuring a vial with an extended cap. Steripacks are available containing five wrapped 20ml vials of Marcaïn 0.25 per cent (£11) and 0.5 per cent (£13, trade). *Astra Pharmaceuticals Ltd. Tel: 09277*

66191.

A new strength of Ceporex tablets containing 1g cephalexin (£8.72 trade) is available from *Glaxo Lab Ltd. Tel: 01-422 3434.*

Persantin 100mg is now available in packs of 84 tablets (£8.84 trade). *Boehringer Ingelheim Ltd. Tel: 0344 424600.*

Paramax will be sold, supplied and promoted by Bencard, instead of Beecham Research, from October 10. *Bencard. Tel: 01-560 5151.*

Pharmax's sustained release glyceryl trinitrate tablet, Suscard Buccal, is now indicated for the treatment of acute heart failure. The dose is one tablet repeated until symptoms abate. And Lasma, sustained release theophylline 300mg, is now indicated for the treatment of nocturnal asthma. *Pharmax Ltd. Tel: 0322 91321.*

GIVE YOUR CUSTOMERS' HAIR A TREAT...

with Pil-Food capsules. No risk, no rubbing

Pil-Food, the Swiss nutritional supplement with extracts of protein and millet plus vitamins

Retail £19.68/100 caps (1 month tds). List £11.97 ex VAT
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NATIONAL CAMPAIGN SEP '88-MAY '89

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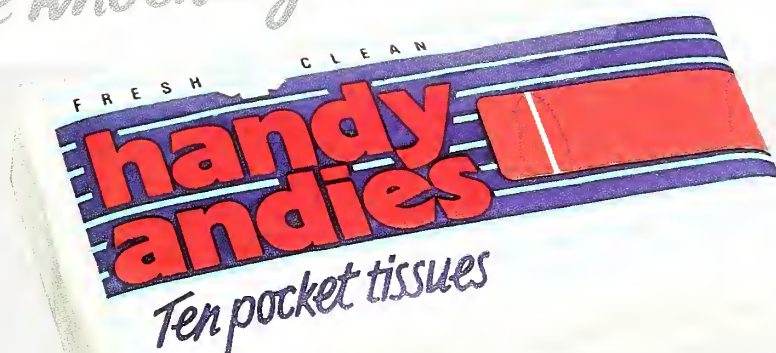
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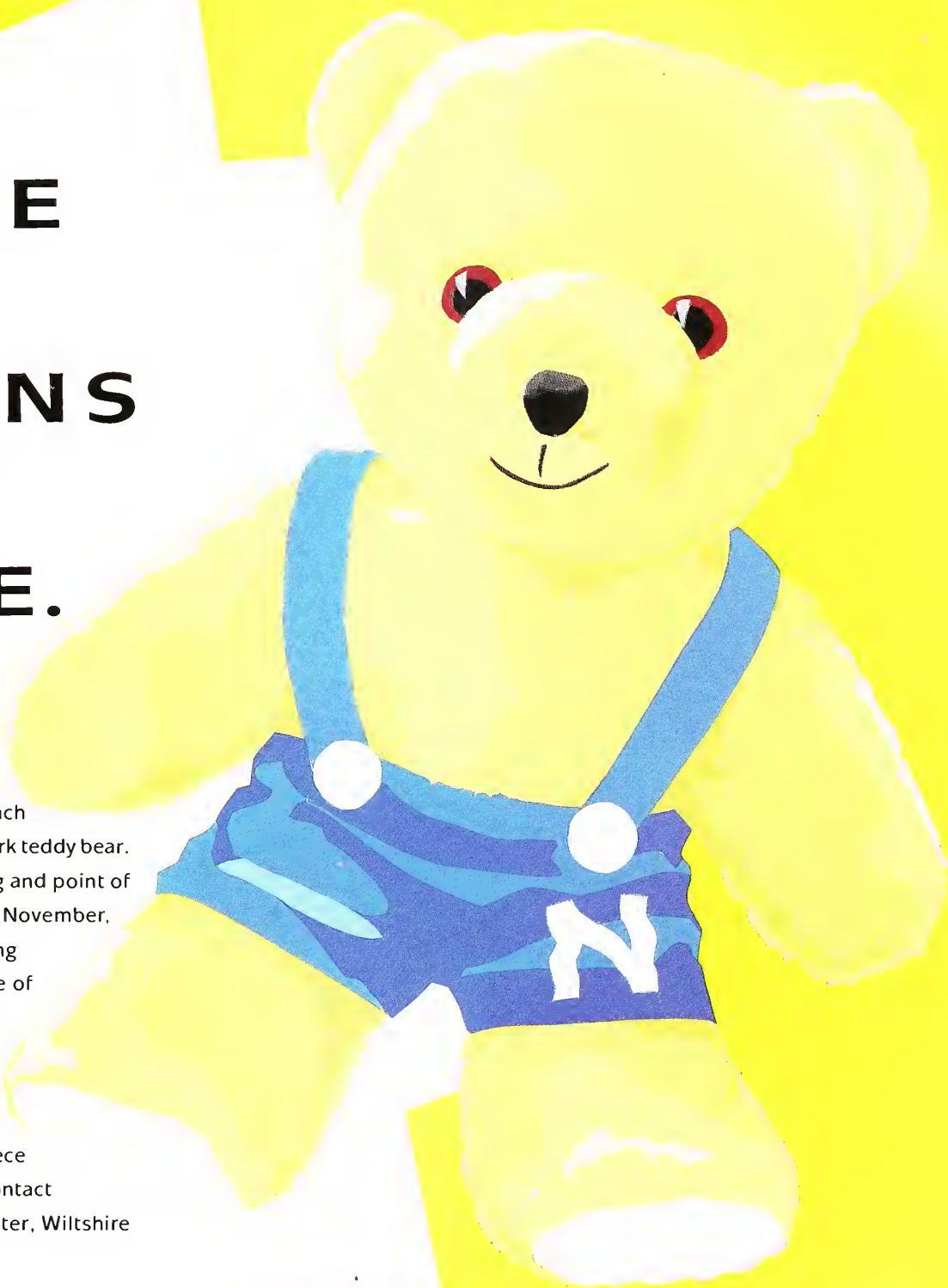
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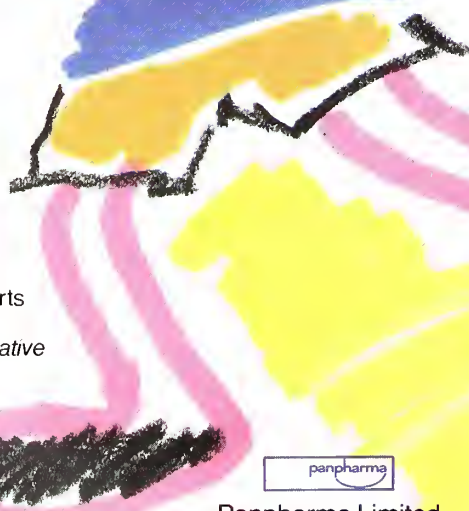
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TOPICS IN TREATMENT

Inhalers and the elderly

Inhalers offer a very convenient and effective way of delivering bronchodilators. But there are problems in using them correctly, particularly among young children and the elderly. A recent report from a hospital chest clinic has underlined the difficulties the elderly encounter.

Of nearly 600 patients of all ages who attended the clinic, about half used the inhaler correctly the first time. The remainder received counselling on technique but 20 per cent made at least one mistake at every session. Most of these patients were elderly, who tended to activate the inhaler at the wrong time or couldn't activate it at all. One-third of all elderly patients couldn't even generate enough pressure to depress the canister but, when a Haleraid — a device that is not available on prescription — was attached to the inhaler, there were no problems.

Problems with using inhalers are common among the elderly and despite repeated instruction many still have trouble activating inhalers properly. Part of the problem is simply the strength needed to press the canister. Pharmacists can help them to overcome this problem by appropriate counselling.

One more for the road

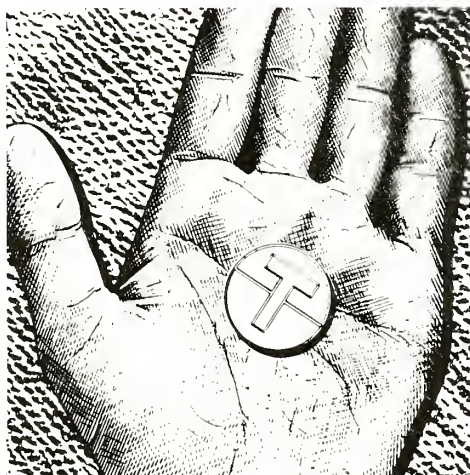
A survey of 561 patients attending their GPs in the South of England has shown that the public's perception of safe levels of alcohol ingestion broadly matches that of health professionals. The safe limits of alcohol ingestion are set at 14 units (one unit equals one glass of wine, one measure of spirits, or half a pint of beer) weekly for women and 21 units weekly for men. However, beer was perceived as being less dangerous than other forms of alcohol — a higher unit consumption was consistently believed to be safer than the more concentrated alcoholic beverages. Compared with women's views, men always believed that higher levels of alcohol were safer for either sex.

This small study suggests that, overall, the public is aware of the dangers of alcohol but there are two important points. Men generally underestimate its dangers and beer is perceived as safer. When alcohol probably accounts for many clinically important drug interactions, pharmacists should bear these points in mind.

Diltiazem after MI

Although many people survive a myocardial infarction, they are at increased risk of further attacks, and therefore the prophylaxis of re-infarction is important. However, a large placebo-controlled trial in the USA has recently shown that prophylaxis with diltiazem is ineffective.

Diltiazem or placebo were given to groups of 1,200 patients within two weeks of the infarction. After follow-up for about two years, around 170 patients from each group had died. Diltiazem was associated with pulmonary congestion in patients with impaired heart function after the initial infarct. By contrast, there was a small benefit in the subgroup of patients without residual myocardial damage. Although diltiazem seems to offer no advantage overall, it may still be of value for some patients — if they can be identified.



Thrombolysis with streptokinase and aspirin

The results of one of the biggest clinical trials ever conducted showed recently a clear improvement in mortality after myocardial infarction due to thrombolysis with streptokinase, either alone or in combination with aspirin. This trial, christened ISIS-2 (2nd International Study of Infarct Survival) is the latest in a series of huge studies designed to show whether or not treating heart attacks in this way has any significant effect on the death rate.

ISIS-2 compared the effects of placebo, streptokinase alone, aspirin alone, or their combination, in over 17,000 patients. Streptokinase was given as an hour-long infusion within 24 hours of infarction. Aspirin was given in a dose of 160 mg/day for the following month. The mortality after five weeks was 12-13 per cent among patients given placebo, 9 per cent among those given either of the drugs alone, and 8 per cent in patients given both. The differences appear small but a reduction in mortality of 25-40 per cent is a substantial gain in view of the 160,000 deaths from heart disease annually in the UK. Follow-up for a median of 15 months has shown that these early achievements have so far been sustained. Despite earlier evidence indicating that streptokinase was only effective when given within six hours, ISIS-2 has showed that starting treatment even up to 24 hours after the infarct still produces some worthwhile benefit, albeit small.

These gains are not achieved without adverse effects, although the balance of benefit and risk firmly favours active treatment. Allergic reactions, hypotension and bradycardia were all more common among patients given streptokinase. Minor bleeding

episodes, such as oozing from venepuncture sites, and the need for transfusion to replace lost blood were also commoner after thrombolysis. In some cases, this may have been due to the administration of heparin. Stroke due to cerebral haemorrhage, a more serious complication of thrombolysis, was more common after streptokinase but strokes due to cerebral ischaemia were less common. Overall, there was no difference from placebo although the combination of aspirin and streptokinase actually reduced the frequency of stroke. The total incidence of adverse reactions was 18 per cent after streptokinase compared with 4.5 per cent after placebo.

Other thrombolytics under scrutiny include tissue plasminogen activator, urokinase and anisoylated streptokinase activator complex (APSAC). So far, only streptokinase — which is the cheapest — and APSAC have been proved in placebo-controlled trials to reduce the death rate after a year, though all thrombolytics increase recovery from heart attack in the short term. The benefits of thrombolysis are now so clear cut that further placebo-controlled trials are unethical. In the future we will need to know the relative merits of thrombolytics: their costs, efficacy and frequency of adverse effects. There will also be debate about whether GPs should give thrombolytics so that treatment is begun as early as possible. At present, a delay of 4-5 hours before reaching hospital is not unusual. Against this must be set the difficulty of managing the profound hypotension that is sometimes induced by streptokinase and the need to confirm an infarction by ECG before beginning thrombolysis.

Antimalarial prophylaxis for epileptics

Pharmacists are increasingly being consulted about the necessity for vaccinations and prophylaxis against diseases occurring abroad. The most significant change in recent years has been the growth of holidays to regions where malaria is prevalent. It is normally straightforward to advise on the choice of antimalarial (by phoning regional drug information units). But there is little information on the risks of these drugs taken at the low doses needed for prophylaxis.

Four cases of seizures provoked by malarial prophylaxis — in apparently healthy people as well as in others with epilepsy — have now been reported. In two cases, previously healthy women suffered tonic-clonic seizures when taking Maloprim or Fansidar, both with chloroquine. Two other women, who had epilepsy of several years' duration, experienced tonic-clonic seizures after chloroquine alone and in combination with Maloprim. In each case, the symptoms never recurred during treatment with

anticonvulsants over subsequent months.

These are the first reports of antimalarial agents provoking convulsions at prophylactic doses, although chloroquine and pyrimethamine are known to be epileptogenic at the high doses used to treat active disease. While it is possible to discover whether prospective travellers have a history of epilepsy, it is not possible to identify others who may be at risk because they have a low seizure threshold. And it is unclear whether people should be warned of this adverse effect at all — its incidence in the population is unknown. One recent study of 767 travellers in Kenya and Tanzania found an overall incidence of adverse reactions of 9 per cent among travellers taking chloroquine plus proguanil and 14 per cent among those taking Maloprim. There were no cases of seizures and only mild instances of gastrointestinal complaints, dizziness, headaches and rashes. Further research must quantify the risk by formal monitoring.

Paracetamol and dyspepsia

Paracetamol is widely believed to be virtually free of adverse effects at therapeutic doses, other than an occasional rash. But an Australian study of 113 patients with idiopathic dyspepsia has suggested that paracetamol ingestion may be the cause of their symptoms.

The patients were identified from among 550 people found to have dyspepsia but no peptic ulcer. Many of these were excluded because of predisposing factors, leaving only 20 per cent with inexplicable symptoms who were eligible for the study. Data on cigarette, analgesic, alcohol, tea and coffee consumption were recorded before the diagnosis was confirmed by endoscopy, ensuring a truly blind evaluation. The results were compared with matched controls drawn at random from the population.

Comparing the ingestion of social drugs and analgesics between the patients and the controls, only paracetamol was found to be taken more frequently by people with dyspepsia. There was even a dose-response effect — the more paracetamol, the worse the symptoms — with a no-effect threshold at 2g a day. And, in case this finding was an artifact due to people with dyspepsia taking paracetamol in preference to aspirin, the ingestion of paracetamol before any symptoms occurred was analysed. This, too, showed a significant association with the development of dyspepsia. Most of the patients took paracetamol for headaches — none for dyspepsia.

Whether paracetamol actually caused the symptoms of dyspepsia, or whether it was a "marker" of a state of which dyspepsia is one symptom, is uncertain. More work is needed to determine this drug's role in causing a very common and troublesome symptom. In the meantime, it is worth inquiring about paracetamol ingestion when asked for advice on antacids.

Neuroleptics and obesity

Among the many costs of successfully controlling schizophrenia with neuroleptics is the development of weight gain. A study in inner London has now shown that weight gain, severe enough to be clinically important obesity, is four times more common among outpatients treated with neuroleptics than in the general population. The drugs involved were depot formulations of fluphenazine, flupenthixol, clopenthixol and fluspiriline.

Neuroleptic-induced obesity has important implications for people with schizophrenia who are attempting to live in the community. It marks them clearly as "abnormal" and therefore may impair their rehabilitation. It presents a risk to their health and it may reduce compliance. Although the practice is usually frowned upon, it may therefore be justifiable to treat the adverse effect of one drug by giving another. This was the reasoning behind a placebo-controlled trial of the anorectic fenfluramine in people with obesity induced by neuroleptics.

The results were encouraging. Patients who had been given 30mg fenfluramine daily for 12 weeks lost a mean of 5.4 kg compared with 2.8 kg in others who had received only dietary advice. There were, however, 13 dropouts from the original group of 29. This was due to adverse effects in three of the nine patients on active medication who completed the trial, although most patients experienced some fatigue or diarrhoea. In theory, fenfluramine may impair the efficacy of dopamine antagonists but there was no evidence of loss of symptom control from this trial.

These data show that weight loss can be achieved with advice on diet alone but that fenfluramine is significantly better. It is, however, unclear how the long-term safety of fenfluramine compares with the risks of obesity.

Community pharmacists monitoring ADRs

Community pharmacists in the Northern Region have been collaborating in a study to determine the incidence of adverse reactions to metoclopramide and prochlorperazine. Prescriptions for these drugs were identified by pharmacists over a period of seven months. Details were sent to doctors at one of the Committee on the Safety of Medicines' regional monitoring centres and followed up with GPs. Data on 5,300 new prescriptions for these drugs were eventually collected.

The incidence of dystonia induced by metoclopramide was found to be 1.2 per cent in patients under 30 years old and 0.2 per cent in the over-30s. There was no age difference in susceptibility to parkinsonism induced by metoclopramide but this was not true of prochlorperazine — the incidence was 0.6 per cent in the over-60s compared with 0.07 per cent in younger patients. In both cases, these differences were significant. By contrast, prochlorperazine-induced dystonia showed no age differences.

Although these figures are based on relatively small numbers, they show the value of postmarketing surveillance in evaluating the safety of long-established drugs. This joint pharmacist-doctor study suggests that the incidence of dystonia and parkinsonism could be much higher than previously believed.



Topics in Treatment is a regular series written by drug information specialist Steve Chaplin MPS, looking at current developments in medicine.

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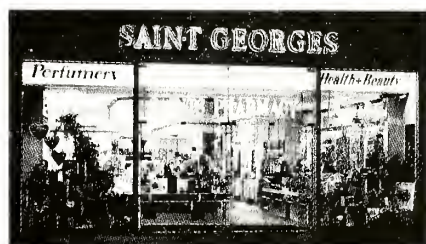
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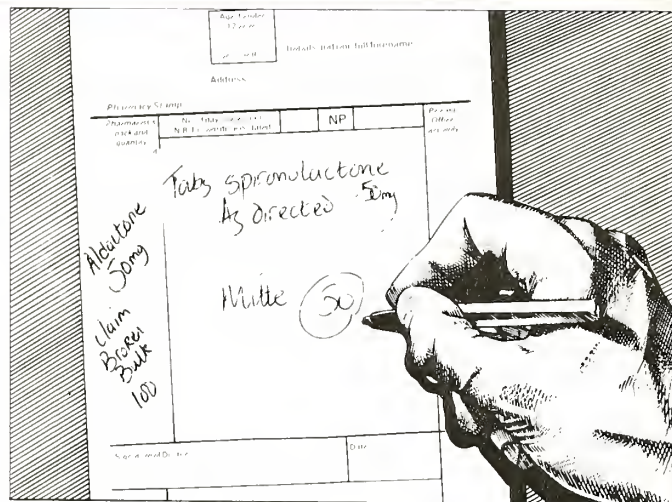
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Q&A

When is a claim for broken bulk valid? The Pharmaceutical Services Negotiating Committee looks at an example of a prescription where a claim for broken bulk has been made and explains how pharmacists can check which products the endorsement would be valid for



QUESTIONS

- 1 Will the pharmacist be paid upon the endorsement?
- 2 How can the pharmacist check to see which generic drugs will be paid according to the endorsement on the prescription?
- 3 Can the pharmacist make a "broken bulk" claim on what the doctor has prescribed in this example?

ANSWERS

- 1 No. The endorsement would be ignored because the item on the prescription is a generic drug listed in Part VIII of the Drug Tariff.
- 2 If a generic drug is not listed in Part VIII of the Drug Tariff then payment of the prescription will be made upon the pharmacist's

endorsement, as long as it is not included in the selective list set out in the Tariff.

- 3 Yes. Spironolactone 50mg tablets are listed as a Category C generic. Drugs which are Category B, Category C and Category S may be claimed for broken bulk if necessary.

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PHARMACY ECONOMICS

By Eric Jensen

Their time on our hands

Time and people may be the most important pharmacy resources. Employed effectively they can reap much reward.

Profit is a by-product of using resources effectively. In almost every pharmacy the most costly resource is labour, including the "fixed" cost of the pharmacist.

As table 1 shows, profit can be increased in much higher proportion than a growth in turnover, provided "variable" cost are contained. In our example, which could be fairly typical of many pharmacies, we have assumed a gross margin of 25 per cent, an initial turnover of £200,000 per year, "fixed" costs (including the pharmacist) of £25,000, and "variables" totalling 8 per cent of turnover. The resulting net profit is shown when sales increase or decrease by 10, 20 or 30 per cent.

If, through training and incentives, turnover is increased without a corresponding rise in wages, the addition to profit from expanded trade can be even more dramatic. "Fixed" costs obviously fall as a percentage when business grows, until a certain stage is reached, and usually the "variables" also fall. At the point where a second pharmacist is needed, fixed costs can rise substantially as a percentage. Assuming expansion continues this percentage falls and any halt in rising profitability should then be temporary.

If turnover falls it is vital to minimise variable costs. In some cases it might be possible to negotiate a reduction in the "fixed" costs as regards rent, but usually these have to be accepted. In the long run all costs are variable, with the fixed ones almost inevitably rising. The crucial lesson from the figures is that we must make every effort to employ with increasing productivity the human resources in the pharmacy. It is here that the greatest waste occurs in perhaps all businesses.

Table 1: Overheads, turnover and their effect on profit

Turnover	Gross profit	Overheads		Net profit	% change
		Fixed	Variable		
£200,000	£50,000	£25,000	£16,000	£9,000	
£220,000	£55,000	£25,000	£17,600	£12,400	+ 37.8%
£240,000	£60,000	£25,000	£19,200	£15,800	+ 75.6%
£260,000	£65,000	£25,000	£20,800	£19,200	+ 113.3%
£180,000	£45,000	£25,000	£14,400	£5,600	- 37.8%
£160,000	£40,000	£25,000	£12,800	£2,200	- 75.6%
£140,000	£35,000	£25,000	£11,200	-£1,200	- 113.3.% (loss)

Variations in turnover bring in side effects which can accentuate or mitigate the influence on profit. Larger turnover can make bulk buying with enhanced gross margins feasible, while falling trade can have the opposite effect. And while all costs must be closely examined when business is declining, it might be a false economy to cut down on advertising. Hard times are often the stage at which advertising permitted by the Code of Ethics should be stepped up.

The prospective buyer of a pharmacy would be wise to calculate the likely effect on profitability of turnover variations. Forecasts, and they can only be forecasts, can engender caution where the pharmacy appears to be a higher than average risk venture. Conversely, what might appear an inflated asking price for a pharmacy with potential should be assessed in the light of the profit turnover figures cited.

We repeatedly read of complaints by staff in industry, in commerce and distribution, that they are not kept informed! This despite the fact that for years the "buzz" word in dealing with people has been "communication". Pharmacy is a caring profession, and caring for staff as well as customers is one of the contributory factors to profitability and job satisfaction.

The pharmacist is increasingly exhorted to expand his or her knowledge and experience. No longer is it, apparently, enough to be an expert in drugs and dispensing and in the sound financial conduct of a business. Domiciliary visits, patient counselling, insight into pet medicines etc, etc, appear destined to make time an ever-more precious resource. Yet the complexity of modern retailing makes it imperative that we have time to think about our activities as objectively as we can. We need time, in the words of the poet, "to stand and stare".

A personal check

A most profitable way of spending a few minutes daily could be to ask ourselves some questions:

1 When did I last attend a local branch meeting or any pharmacy gathering where my knowledge can be kept up-to-date? And when have I visited a meeting of another profession or trade body? We can learn much about merchandising and other skills from other branches of retailing. Even the big boys can sometimes show us the way!

2 When did I last attend a business course or seminar, within or outside the profession?

3 When did I last study thoroughly the trade and technical publications I receive?

4 Have I perused the accounts and balance sheet for my latest financial year? Or are they still in the drawer?

5 How long is it since I discussed business with senior staff and held a staff meeting where ideas were pooled? Not to consult staff at all levels is one way to waste costly resources and to increase, at high expense, rate of staff turnover.

6 What physical and mental recreation have I found the time for today?

Profit, we have said, is a by-product of the effective use of resources. One of the key resources, time, is finite, so it is important to use it more intensively. Another crucial resource is human ability, which we waste as though it cost us nothing.

So if we are to improve our own productivity and that of the people who work with us and who almost always constitute our largest cost, we must study and help them to study. Efficient reading, note-taking, memorising and revision are skills well worth the close attention of proprietors, pre-registration students and of everyone keen to develop their own and the business' potential.

Time is squandered very much because we are not aware in detail of how we spend it. Here again, a little initial investment is needed before we can enhance our time use. The investment consists of devoting time and effort to analysing precisely how we spend each unit of our time in the 24 hours of the day.

How much time each week do we spend talking to representatives? Such discussion can be valuable to both parties, but the minutes must be employed economically, to mutual benefit. The social content is not to be despised but the bulk of the time should be profit-directed.

How much of our time away from the pharmacy is spent on activities which, if we look at them in relation to other possibilities, are not kept in due proportion? Are we paying attention to health *habenda ratio valetudini*?

If we can steel ourselves to keep a record over a few typical weeks we shall see how much time we devote to matters which do not contribute to our profit and happiness. By our example we might also encourage colleagues to be more conscious of the importance of that limited resources, time. Watch the money, watch the market, but don't fail to watch time and people. Profit is a by-product.

AGM supervision protestesters told: 'Say what you want'

Before any motion of "no confidence" in the Royal Society is put to a special general meeting those who oppose the Council position on supervision must state very clearly what they want, according to National Pharmaceutical Association director Tim Astill.

"Do they really want pharmacists to be prosecuted for failing to carry out the final check on a prescription," Mr Astill asked the 15th annual conference of the Lincolnshire Pharmaceutical Committee. "If not, would they prefer such a pharmacist to be arraigned before the Statutory Committee? If not, what?"

The opponents of the Council view seemed to be saying that no prescription, however simple, however straightforward, could be dispensed by anyone other than a pharmacist. That was absurd! They seemed to be saying, in the terms of the resolution passed at the Society's AGM, that a pharmacist dispensing a prescription without a final check was committing a crime, Mr Astill said.

While he agreed that pharmacists should both supervise dispensing and hand out



National Pharmaceutical Association director Tim Astill

dispensed medicines he believed that pharmacists should be trusted to decide when an exception could be made — the AGM voters did not.

Mr Astill said he would resent that approach if he were a practising community pharmacist. "I would want discretion to decide my own procedures, to judge my own staff, and to have confidence in them."

More TV advertising?

The Board of the National Pharmaceutical Association believes that an increased commitment to advertising can bring commercial and status dividends to pharmacists, according to Tim Astill, who says it is looking at ways of raising extra cash "less painfully than by

increasing the subscription".

Mr Astill took as his role model the experience of New Zealand pharmacists who currently spend \$1 per annum per head of population on television advertising — an equivalent to £27m per year in the UK. New Zealand pharmacy is currently the third largest spender on TV.

Retail statistics for June '88 versus June '87 showed that there pharmacy is backing a downward sales trend. While pharmacy turnover was 9.2 per cent up for that period supermarkets and grocers were up by just 1.8 per cent. For other retailers sales were down — department and general stores by 12 per cent, all stores by 7.2 per cent, with the all stores per capita figure decreasing by 7.7 per cent.

"The New Zealand pharmacists I spoke to in August and September ascribe this success to the advertising campaign. Community pharmacists believe the expenditure on advertising is repaid many fold," Mr Astill said.

Their advertising catch line is: "Your chemist — the health professional you see most often". Advertisements range from specific promotions of particular brands or chemist services such as gift vouchers, through to outlines of ailments and the treatment and advice available in a pharmacy.

He said the new NPA campaign on television would "major" on the green cross. *continued on p650*

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continued from p649

No parallels!

Mr Astill said it still depressed him immensely that pharmacists should have had anything to do with parallel importing. "I have seen some rubbish coming in from abroad made even more so by tatty printing and overlabelling."

"A good deal of parallel imports are unlawful. Even though they are licensed they are not being relabelled on the foil, and they are not showing the appropriate product licences."

The motivating force behind parallel importing was money. "For the kind of sums involved I personally believe it has never been worth it." He said the NPA had recommended pharmacists should have nothing to do with PIs that were not identical with the home produced product. The effect on patients was at the root of the problem.

"When they get overlabelled packets they become confused and uncertain. When they get products that don't look like the ones they have had earlier from another pharmacy, they become doubtful."

However, Mr Astill said he was heartened by the number of pharmacists he encountered who, notwithstanding money or available discounts and DHSS clawbacks, say: "I will not do that to my patients".

RPSGB: a problem with communications?

The Society's director of public relations, Colin Woolford, says his personal view is that Council's decision on supervision was not communicated effectively to the membership.

Mr Woolford referred to supervision in making out his case that public relations was about communications. The phrases

which accompanied the Council recommendations on supervision and the criticism which followed those recommendations were familiar, he said.

"Many people felt that 'Council had probably got it right but they hadn't explained it correctly'. In other words communications let them down."

Mr Woolford said he would not be drawn into a debate on the rights or wrongs of Council's decision on supervision. "But I do believe — and this is a personal opinion — that, the decisions of Council over Nuffield, and particularly over supervision, were not communicated effectively to the membership."

Two examples of better communications within the Society involved the presentation of the working party findings on membership relations. Six or seven recommendations involved the inspectorate. "These we knew would be controversial and some would not be greeted with overwhelming enthusiasm by the chief inspector, Gordon Appelbe," said Colin Woolford. "Rather than have Mr Appelbe

come to a meeting of the Organisation Committee and find some pretty radical proposals on the agenda, we decided to invite him to one of our meetings when we explained what we were intending to propose."

Mr Woolford said that while Mr Appelbe did not have the chance to change the Working Party's recommendations, he *did* have advance warning and was able to voice his opinions.

A second communications coup was the working party recommendation that its report, together with the comments of members of the Organisation Committee who had debated it before it went to full Council, and the decisions of Council should be published to the membership. "In my view this was one of the most important recommendations in that report. We knew that if Council accepted the principle of publishing a working party report to the membership as a whole, we could extend that principle and press for *all* working party reports to be published. As you may be aware machinery is being set up to allow this to take place."

Mr Woolford said that when he joined the Society almost two years ago it was quite apparent to him that communications with the membership was a major part of his job. "It seemed to be the biggest single problem that the Society had." He said the expression "Fortress Lambeth"



Colin Woolford

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was used to him on more than one occasion. There was a feeling that things go on in Lambeth and they just happen — that they were imposed upon the membership and that no-one really has any say.

"Apart from not apologising for having dwelt on that subject I would also say that we're a long way off from solving it. Given a fair wind I think I've probably got a big enough task there to take me up to retirement at least, just on that one area."

Mr Woolford said that public relations must operate as a two way communication process. In an industrial or commercial environment it was vital that the workforce knew of management plans, but equally that management should know the feelings of the workforce on topical issues before making decisions. "I maintain that the same principle applies in our, and other, professions."

"Management, that is to say the Council and the staff, must have access to the feelings of the members, and members must be made aware of proposed decisions by the Society's Council."

He said that he could be a catalyst in this process: not being a pharmacist could be advantageous because he found he could be totally objective. "On the other hand, your retention fees pay my salary, so as a member of staff I have to be acutely aware that I can accurately reflect your views to Council."

Recent decisions by Council had shown that it wished to establish a pharmaceutical 'glasnost' by giving more information to members, said Mr Woolford. "But what are you, the members doing? Why is it that an attendance of anything in excess of 20 per cent at branch meetings is regarded as something worthy of note in the branch annual report?" Branch meetings were a useful forum for members to express their views. Pharmacists should bring colleagues along to create an even louder voice.

Said Mr Woolford: "If I have convinced you that public relations is not the great pretender, but a means by which effective two way communications can be established and a way of establishing a genuine dialogue between you, the members, and our elected representatives and the members of staff, then you must take every opportunity to make yourselves heard."

However, the final responsibility for keeping the public aware of your professionalism lay with practising pharmacists. No amount of reticence, cover up, economy with the truth — public relations — could ever be able to disguise the truth. "It is up to you to give me the opportunities to relay your competence to our public."

"I ask you to support me in maintaining the same high standards of integrity in public relations on your behalf as you yourselves have imposed upon your own profession," Mr Woolford concluded.

New services needed for pharmacy

Unless pharmacists introduced new services to patients, or there was a more rational distribution of pharmacies, tendering for contracts or "other nasty things", might emerge out of Departmental concern with reducing the unit costs of pharmacy.

If the government did not like the distribution of pharmacies then it should address some of the restraints not made by pharmacists, Lincs LPC secretary Noel Baumber told Conference in his annual report. "For instance, pharmacies have to follow the pattern of surgeries to provide convenient dispensing, which is our core service. So it is not just

pharmacy that needs to respond to calls for redistribution."

Mr Baumber said group practice payments of £1,355 per doctor should no longer be allowed to dominate the pattern of surgeries. "The medical profession has to move actively in the patients' interests to limit the size and the concentration of group practices."

Mr Baumber said pharmacy needed government support to revise the one mile limit — it was obsolete. "If we succeed then we might make some pharmacies slightly more viable, and others more secure if they are under attack from dispensing doctors."

But pharmacy could only succeed if changes made in our favour were coupled with providing significant domiciliary services in return.

The Royal Pharmaceutical Society had not appreciated that outside the one mile radius there was an even greater need for domiciliary pharmaceutical service. There was not one word about servicing rural areas nor recognition that it conflicts directly with the many and varied interest of dispensing doctors.

"I believe it is important to use the domiciliary service as a bargaining counter in negotiating a change to our territorial rights."

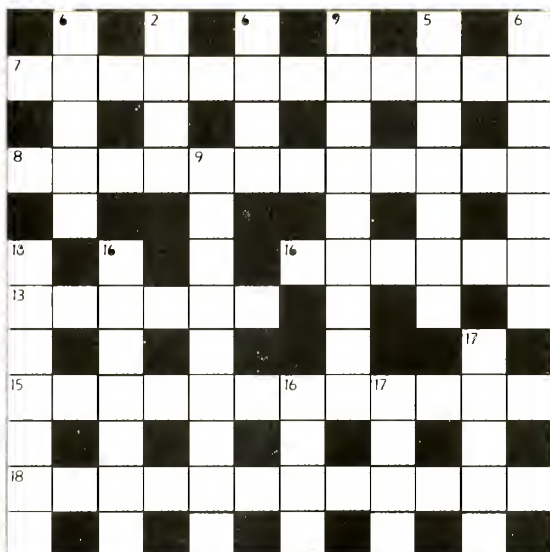


Noel Baumber.

If we just give it away now, we shall only ever provide that service within urban boundaries, and rural populations will be prevented once more from receiving a properly qualified and extended pharmaceutical service," Mr Baumber said.

WYETH GENERICS PHARMACY CROSSWORD NO. 6

The solution to No. 6 will appear alongside No. 7 in November, 1988



Clues Across

- 7 Old measures soon put fleas in confusion (12)
- 8 No match for the domestic product (12)
- 12 A soft sell by the sound of it (6)
- 13 Shout about her fruit (6)
- 15 A capacity to hurt a friend even when you don't mean to (12)
- 18 Just what the Doctor ordered (12)

Clues Down

- 1 Well spent on the black or the red (5)
- 2 For the continent, casara is a little help (4)
- 3 A boy is backward, and a girl (4)
- 4 Not out, Mr Attlee — foul! (9)
- 5 Haunt neighbourhood border (7)
- 6 United States raced well, scrambled — to make a vehicle that's not new (4,3)
- 9 Procured oriental becomes fruitful (9)
- 10 Head of School takes credit for a twopenny fork, but it's a bit of a mess (7)
- 11 A single 17, hiding in tall grass, responded (7)
- 14 Liquid asset in the bank (5)
- 16 Often joined in conflict with tooth (4)
- 17 What Bills often become (4)

Submitted by J.A. Swallow, Southampton, Hants

Solution to Puzzle No. 5

Across: 6 Chemotherapy, 7 Statue, 8 Dock, 10 Gave off, 12 Grooved, 13 Spur, 14 Ethical, 16 Disagreeable. Down: 1 Photographic, 2 Emit, 3 Storage, 4 Trudged, 5 Specifically, 6 Journal, 11 Adherer, 15 Imam

Prizes of £5 will be awarded to the senders of the first 10 correct solutions drawn on 10th October 1988.

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POSTBAG

Bad medicine?

Once there was a "Man called Dodd" who, one day, years ago, moved to an insignificant land inhabited by Inde-pharms. He was a strong man, an innovator and was well liked by the Inde-pharms. He was asked to govern with the help of a group of non-executive Inde-pharms and under their guidance, the small land got bigger and bigger.

"Man-called-Dodd" had lots of bright ideas and the Inde-pharms were very impressed. Sometimes however, these ideas did not always turn out just right, as the big bad "En-eitch-es" were watching and ready to take back the benefits from the poor little Inde-pharms. Well, the bright ideas got grander and larger until one day "Man-called-Dodd" had such a good idea. Perhaps he could kill off the close relations to his Inde-pharms who lived in neighbouring countries, called Vant-pharms and Nu-pharms. This bright idea was to offer to let the Vant-pharms and Nu-pharms undergo an operation to make them into Inde-pharms. They had to swear allegiance to "Man-

called-Dodd" and pay at least 7,000 credits a month for the privilege. In return he promised to let them buy a part of the new "Land of the Inde-pharms plc" for 1,000 credits, and extra parts later, if they showed their commitment to the Inde-pharms.

"Man-called-Dodd" had overlooked one thing — one of the leaders of the Vant-pharms was a man called "Brevell" who, was determined not to be outdone. "Brevell" told the giants who ran the "En-eitch-es" that "Man-called-Dodd" was not playing fair. The giants appointed one of their number called "Oft", such a little name for such a powerful giant. Anyway "Oft" asked both "Man-called-Dodd" and "Brevell" to write to him about the bright idea which was called a scheme (because it was clever). Other people wrote to "Oft" as well.

One day towards the end of Summer, "Oft" made his announcement. He said that "Man-called-Dodd" was being anti-competitive (whatever that was), and that he must stop his scheme. Well, it was the first time anyone, (even a giant like "Oft") had ever told "Man-called-Dodd" that he couldn't do something and he didn't like it. He said he would go and try to get an even bigger giant called "Em-Em-See" to stick up for him.

Well perhaps one day soon we will know if the big giant "Em-Em-See" is impressed with "Man-called-Dodd's" scheme. And what if he doesn't like it? Then I suppose the last resort could be "House-O-Lords".

Philip Hunt
Bristol

Homes offer

It was here in Clacton that Kingswoods first circulated a letter to all the retirement homes telling them of the wide services they were prepared to offer. I immediately wrote to the Pharmaceutical Society in protest, and received an early reply stating that, in the light of the new Nuffield Report, they could not object to its content.

A few days later came a letter from Boots to the same addresses offering them a 10 per cent discount card, etc. Again I notified the Pharmaceutical Society as this appeared to be blatant "touting for business". Although this was over a month ago I still have not heard from the Society!

I have served this Society for over 50 years, and am very sad to run up against something like this.

G.W. Minshall
Clacton-on-Sea

Natural reply

The Natural Medicines Society is certainly not striking out at pharmacists (*C&D*, September 24, p541). We have many pharmacist members; there are many pharmacists who are not members but who, nevertheless, are sympathetic to, and understand the virtue of, natural medicines.

Many pharmacists, however, have not had a chance to learn the importance of certain tried and licensed natural medicines.

The NMS takes a positive stand on the value of orthodox treatment and wishes to encourage pharmacists' appreciation and understanding of natural treatments.

In France, where far more pharmacists use and understand natural medicines, there are 20,000 pharmacies. In the UK there are less than 11,000, so how can a proper public service be given? The point is that if all natural medicines became Pharmacy Only, public access to them would be severely limited.

Jan Brookes
Information and education officer
Natural Medicines Society

Branded..?

The answer to Xrayser's recent problem with computer generated generic scripts is simple. He must do what he has always done — dispense what is on the script. If he doesn't, then before we know it we will have chemists changing scripts left, right and centre.

I think he is looking for miscreants where none exist. He must recognise two obvious facts. There are many cheap and nasty generics being dispensed by chemists (he has referred to them himself) and, secondly, a doctor knows far more about a patient and his reaction to a specific preparation than he does. There is, on consideration, a third factor: a patient may use other chemists than Xrayser from time to time.

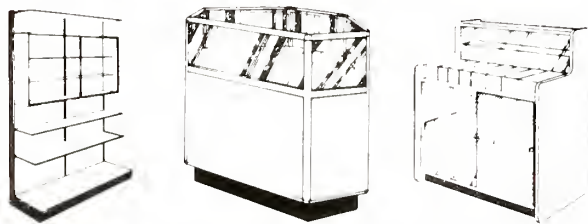
Using such computer specified brands on a script is the only way a doctor can try to ensure a patient has a consistent supply of a decent generic no matter where he takes his script.

Any representations made by chemists on this matter can only be seen to be in their self-interest. An attempt to maximise profits at the expense of the patients.

David Roberts
Chairman, DDA

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BUSINESS NEWS

New division for AGB

Market research company AGB has launched a new division, AGB Market Information, aimed at satisfying the increasing demand from clients for consultative services.

The initiative is the culmination of 18 months development and, says the company, offers users an "integrated consultancy approach to provide market measurements and evaluation of above and below the line marketing expenditure".

AGB Market Information comprises three services: AGB Market Track, which includes continuous market measurement services; and two customised services, AGB Insight and AGB Dialogue. AGB Market Track will shortly be providing shorter delivery schedules (one week off by the end of the year for most services) and electronic data collection from early 1989.

AGB Insight concentrates on looking into the reasons for market performance, concentrating on areas such as advertising, promotions, new product developments and pricing sensitivity. AGB Dialogue comprises a range of customised research services.

SmithKline restructure

Smith Kline Beckman have cut staff by 4 per cent in the USA but have not announced any UK restructure.

The US workforce of 41,000 is to be cut by 1,600, and the corporate headquarters staff from 500 to 200. Additionally a manufacturing plant in Philadelphia is to be closed, and several European facilities consolidated.

The Company is to offer 17 per cent of Beckman Instruments shares to the public.

The company says this restructuring programme will save \$100m annually.

Edwina opens show at Rhone-Poulenc

Health Minister Edwina Currie last week opened a £14m pharmaceutical active ingredients plant for Rhone-Poulenc, at Dagenham in Essex.

Mrs Currie used the occasion to comment on the single European market: "Industry must get as fair a deal as possible and there must be no weakening of safeguards to public health."

"The EC is soon to adopt its first Directive on national arrangements to control the pricing of medicines. This will require the publication of methods and criteria," she said.

Dr Keith Humphreys, Rhone-Poulenc chairman and managing director, stated that strong, innovative companies welcomed the expanding market as the abolition of barriers to trade will be an advantage. He recognised that there will be unified standards of good manufacturing and laboratory practice, product quality and registration across Europe but stressed: "We need to be confident that they will be consistently enforced on all European manufacturers."

Another issue was the risk of entry of counterfeit products all too prevalent in other parts of the world, he pointed out. For example it was estimated that 60 per cent of Nigeria's drugs market was made up of counterfeited or adulterated products. "We believe that the potential risk of such products being imported has been increased by the acceptance of parallel importation. This is an aspect which the relevant authorities will need to monitor for the sake of individual patients."

Rhone-Poulenc say the pharmaceutical active ingredients plant (PAIP) is designed for maximum flexibility and is currently producing acebutolol (Sectral) and ketoprofen (Orudis and Oruvail). Two further plants are under construction at the site at a cost of £14.5m.

The company claims that yields have been increased significantly which makes not only

financial sense, but reduces effluent problems and the usage of any toxic solvents.

The plant is run by 18 operators with a supervisor and plant chemist. Two software experts are employed to modify and update the programmes as the product range is expanded. All process personnel were retrained from the existing workforce who worked on the previously semi-manual operations throughout the site where the active ingredients had been manufactured.



Health Minister Edwina Currie at Rhone-Poulenc's pharmaceutical active ingredients plant last week

AAH close Welsh outlet

AAH are to close wholesalers Rudge Roberts of Shrewsbury, purchased in October 1987 (C&D October 17, 1987) as an entry into the Welsh border territory.

Bill Revell, pharmaceutical director AAH, says "Rudge Roberts had a very small turnover and it makes sense to provide a service from the larger Vestric depots."

Employment opportunities will be offered to those who are willing to go to other Vestric branches.

"Most of the business will be transferred to the Kingswinford Vestric branch with some going to Bristol."

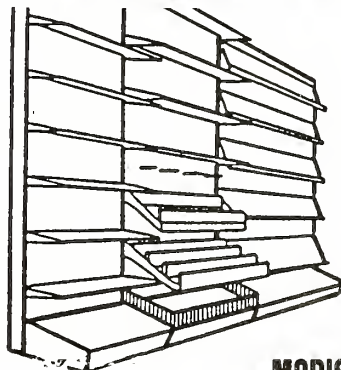
ICI open £5m data centre

Last week saw the official opening of ICI's £5m international clinical data centre at Alderley Park in Cheshire.

The company says the new centre is an important part of a ten-year, £50m programme running through to the mid-1990s for improving the Mereside laboratory complex on the site.

The three storey clinical data centre is to be mainly concerned with supervision of worldwide clinical development of ICI drugs.

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DTI look at Tip Top

Woolworth Holdings said this week that the Department of Trade and Industry was investigating their share dealings at the time of their successful bid for Tip Top.

Woolworth say they were acting solely as a purchaser and were not otherwise involved in share dealings. The DTI investigation started on June 16.

Free advice

Advice and guidance to members by trade associations should be exempted from the Restrictive Practices Act, which hinders the work of trade associations, and gives unfair advantage to large multiples, says the National Chamber of Trade (NCT).

Commenting on the Government's proposed review of the law, the NCT says it supports the need to control cartels and restrictive practices but, "believes the present Act is catching minnows and should be redrafted to provide exemptions for trade associations."

Roussel make US link

Roussel have made a joint marketing agreement with an American company Controlled Therapeutics (CT).

Roussel are to market one or more products, developed and manufactured by CT for the obstetrics/gynaecology market, in the UK and Ireland.

Controlled Therapeutics are using their proprietary hydrogel polymer technology to develop a family of products for the obstetrics/gynaecology area.

The first product to be covered by the agreement with Roussel is to be prostaglandin E2 in a vaginal pessary which is said to have predictable programmed release and is intended for ripening of the cervix during childbirth, say Roussel. The launch date is unknown at the moment but a product licence has been applied for.

Last week Roussel were given French marketing approval for the abortifacient RU486. The drug is expected to be launched in France next year under the brand name Mifegyn. It is to be used for terminating pregnancy within seven weeks of conception strictly under medical supervision.

Doubling up to make EPoS more attractive

Simple local area computer networks for small retailers might boost the appeal of electronic point of sale systems, according to pharmacy computer consultant Idris Hughes.

Although a wide range of computer services for retailers are now available, EPoS has yet to make much impact on the largest marketplace — that of the small shopkeeper, he said recently at EPoS 88 exhibition. EPoS ultimately may have to rely on a "piggyback effect" with a variety of applications sharing a hardware resource.

In pharmacies, order entry, dispensary management, and a national information system have extended the basic word processor, sales/bought ledger and payroll applications. "Should we be viewing POS on the shop floor in concert with promotional and product information systems.

Are optical discs going to give us a shop window on the counter by day and take the till's computing power into the window by night," he wondered.

■ Speaking earlier at a British Computer Society seminar in Oxford on "Interfacing the patient, prescriber pharmacy and the drug", he called for a regulatory agency to bring some uniformity to the area.

Lack of dedication to any standard has already contributed to the slow rate of development in expert systems for prescribing, he said. "The early experience in medical computing will suffer the same early trauma of pharmaceutical distribution, where ten years on different supplier's systems are still incompatible.

"The most critical need is to establish an acceptable regulatory agency," he said.

US approval for Evans' flu vaccine

US Food and Drug Administration has granted a Product and Establishment Licence for Evans Medical's influenza vaccine.

"Our New Drug Application (NDA) for the vaccine was filed in February 1987 and we are very pleased to receive its approval so soon. This represents an important step forward in our ambitions to expand Evans' international business both in the US and in Europe," Bruce Tomason, finance and commercial director responsible for international activities said.

Evans Medical do not plan to distribute the product directly and are currently considering several

marketing options.

The influenza vaccine is the second key product to be introduced to the US, say Evans.

The company has supplied its BCG vaccine, for the past 18 months through Quad Pharmaceuticals, a subsidiary of Par Pharmaceuticals Inc. A range of products are under development for entry into the US and Evans plan to file a number of Abbreviated New Drug Applications (ANDAs) with the FDA by June 1989.

The US influenza market is estimated at 16 million doses a year compared with 2.7 million doses a year in the UK.

Sanofi drops Labaz

Sanofi Labaz UK have changed their trading name to Sanofi Pharma.

Sanofi first entered the UK market through the acquisition of Labaz, which had formed a joint venture with Reckitt & Colman in 1972 to market and develop the anti-convulsant Epilim. When Sanofi established itself on an independent basis in 1981, it continued to trade under the name Labaz. The name change to Sanofi Pharma will align the UK subsidiary more closely with the Sanofi group, says the company.

Sanofi Pharma will continue to be based at its headquarters at Wythenshawe, Manchester.

CIA gears up for 1992

In order to answer the challenge of the Single European Market, the Chemical Industries Association (CIA) is changing its constitution to permit an increase by four in the council of 31 representatives.

This follows a reorganisation of staff and a simplification of the standing committees for reviewing and developing strategy for 1992 and dealing with environmental issues which are coming under increasing scrutiny.

President, Mr Allan Rae concludes: "The changes we have agreed will be a major step along that road."

VAT A new leaflet — "Late registration — penalties and reasonable excuse," reference 701/41/88 (is available). It provides guidance on possible excuses for late registration and the penalties that can be incurred.

COMING EVENTS

Scots in Crieff

The 1988 Conference of Scottish Pharmacists will be held at Crieff Hydro Hotel, October 29-30.

The theme of the conference session on Sunday is "pain and discomfort" and papers include: "Physiology of pain" by Dr J.A. Pratt, dept of physiology and pharmacology, University of Strathclyde; "Use of narcotic analgesics in terminal care"; "Future developments in pain control"; and "Control of pain in

rheumatic Patients".

Conference rates: £57 full member, £52 accompanying member; day tickets and for Sunday £15 and £10, respectively.

Monday, October 10

Southampton Branch, RPSGB Lecture theatre 2, Southampton General Hospital at 7.30pm for 8. "Management of terminal malignant disease" by Dr Heyes-Moore and Sister L. Bowden, and Branch representative's motions.

Tuesday, October 11

Barnet Branch, RPSGB Postgraduate Centre, Barnet General Hospital. 7.30pm. Douglas Simpson, Editor of the *Pharmaceutical Journal*. "Producing the Journal".

Wednesday, October 12

Isle of Wight Branch, RPSGB Postgraduate medical centre, St Mary's Hospital, Newport, Isle of Wight at 8.00pm. Graduated compression hosiery. **Eastbourne Branch, RPSGB** Postgraduate medical centre, Eastbourne District General Hospital at 8pm, Mr Manish Thakrar of Image Micro Systems Ltd on "Patient record systems".

Thursday, October 13

Dundee Branch, RPSGB, Lecture theatre 3, Ninewells Medical School, at 7.45pm. Dr W.E. Court on "The history of counter prescribing". **Brent Branch, RPSGB**, Century Hotel, Forty Lane, Wembley, Middlesex at 7.30pm. "Alternative medicine — hypnotherapy a personal approach" by Mrs Lydia Norris, Buffet supper.

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ABOUT PEOPLE

PSNI election results

Thos O'Rourke headed the poll in the elections for the Council of the Pharmaceutical Society of Northern Ireland, closely followed by Derek Corbett.

Seven candidates were standing for the six places: James McElnay was the one who failed to be elected. The results were as follows: Robert Clarke 196, Derek Corbett 213, Robert Dillon 195, James McElnay 140, Thomas O'Rourke 219, Michael Scott 165, Cora Watson 195.

There were 257 papers returned, and one spoilt vote.

Pharmacist help on GP formulary

Pharmacist Philipa Lewis has been taken on by Brent and Harrow Family Practitioner Committee to work with local GPs to develop a drug formulary.

Mrs Lewis is to work part time on the pilot scheme which is due to run until March next year.

It is likely that the prescribing formulary, to be drawn up in agreement with a doctor's practice in North Harrow, will concentrate initially on a small number of therapeutic groups of medicines.

The project has been set up by Brent & Harrow FPC with special funding from the Department of Health. The FPC's director of operational services, Bill Kirk, told *C&D* this week that it is based on the Cheshire FPC initiative with a similar scheme.

The scheme's success will not be judged solely on whether or not it saves money. Mr Kirk says personally he feels although savings are important they "are not the be all and end all".



The MGB exhibition organisers prize of a set of Encyclopaedia Britannica is presented by Chemex exhibition manager Maurice Hoare to a husband and wife team at their shop, Sudbury Chemist, Wembley. Left to right: Mr Chandu Shah, MPS, Mrs Madhu Shah, MPS, and Maurice Hoare. The prize was the result of a draw made at the close of the exhibition from all entry forms completed. MGB say 1988 registrations were 50 per cent up on last year at 4,346 with a total attendance of 7,794

Guild Ciba Award winner

John Wilson, a research pharmacist with the Nottingham Health Authority, has been awarded the Guild of Hospital Pharmacists Ciba-Geigy Award.

He will present his paper "A survey of the activities of Drug and Therapeutics Committees" on the evening of Friday, February 3, 1989.



Chairman of H. Bronnley, Hans Rossiter recently celebrated his 90th birthday and his wife Gladys (left) celebrated 50 years with the company. Their daughter Ann, Bronnley's managing director, helped her parents celebrate. Hans joined Bronnley in 1929

Ear, ear, it's a postscript

News from the States reaches us of the latest accessory for the fashion conscious girl, or chap, who likes a good time.

Wear & Share, a Texas-based company manufactures colourful ear-rings, which just happen to be condoms. Described as a "safe sex fashion statement" the earrings come in standard and designer styles — decorated with glass beads and glitter — for special occasions.

Sales of the earrings are said to be taking off so fast that company founder Marsha Malgesini has given up her job as a nurse practitioner in a family planning clinic to work full-time on the project.

APPOINTMENTS

Aerosols International: Peter Sidell has been appointed as marketing director after five years with Yves Saint Laurent, where he was national sales manager. Peter had previously been in marketing with Mars, BAT, and Arthur Bell and Whyte and Mackay.

Konica UK: Kazuhiko Ochi has taken over as managing director from Hiroya Nakamura who has returned to company headquarters in Japan after three and a half years in the UK. A Japanese University business management graduate, Mr Ochi has worked in Europe during the past five years, including six months in Switzerland working with Mr Nakamura.

Porton International plc: Professor John Mann, formerly Professor of food engineering and biotechnology at Loughborough, has been appointed director of scientific development.

Vestric Ltd: Peter Linnett is to manage key multiple and group customer business throughout the UK.



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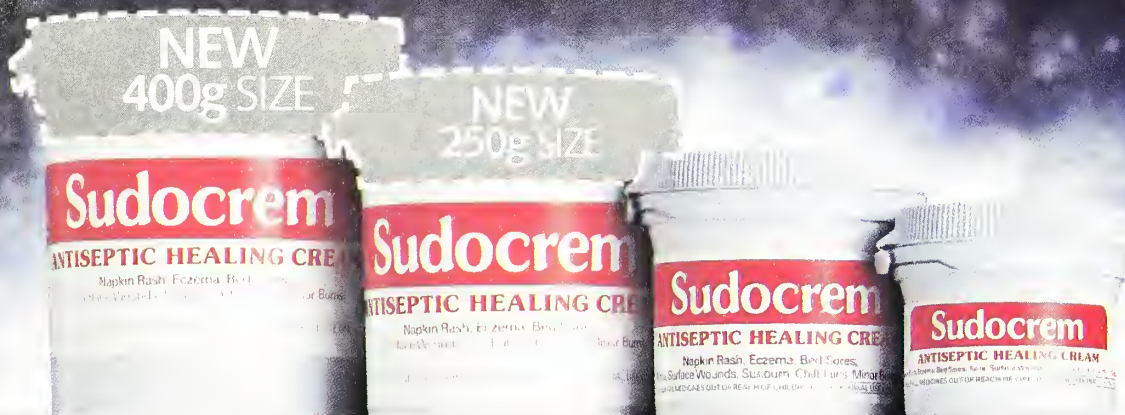


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BABY MILK

Wyeth's recipe for success

Visiting a babymilk manufacturing plant is like returning to pharmaceuticals lectures. Wyeth's factory floor at Havant boasts a heady blend of Venturi mixers, heat exchangers centrifugal separators, vacuum evaporators and spray dryers — all on a very large scale. But it's certainly not as simple as cow's milk in at one end, mixed with a little formulatory jiggyery-pokery, and out comes infant formula ready for the packing factory. Skimmed milk is one start point, but it's a careful scientific process before the finished product rolls off the line. At its heart is Wyeth's master formula — the recipe for success.

To make one batch:

1. Assemble ingredients

Skimmed milk
Demineralised whey powder
Edible lactose
Fat blend
Vitamins, minerals

The skimmed milk arrives by tanker every day. Wyeth use different concentrations of skimmed milk depending on which product is being manufactured. The amount of solids in the skimmed milk used varies according to the infant formula being produced and is one of the main differences between Gold Cap and White Cap. All the skimmed milks used are pasteurised and quality control (QC) tested on arrival. The bulk powder demineralised whey powder and edible lactose, arrive

in large sacks and after QC testing, are measured out according to the batch requirements. They are then transported to the hopper where the process of transformation into infant formula begins.

Another major ingredient, the oil blend, which provides the fat content, is produced in a large 14 tonne holding tank, from four oils — soya, safflower, coconut and oleo oil. The company says that this unique blend of fats enables its milk to resemble mother's milk so closely.

As befits Wyeth's pharmaceutical heritage, the precise measuring out of the smaller quantity items — the vitamins and minerals — is "dispensing". These vital ingredients are added at the same time as the bulk dry ingredients, or, in the case of the fat soluble vitamins, to the fat blend.

2. Mix all ingredients

The milk is passed from its holding tanks through a heat exchanger which kills any micro-organisms and is an essential part of processing. The dry ingredients and fat blend are now added into the system, at up to one and three quarter tonnes in 35 minutes.

The milk passes through a centrifugal separator which clarifies the liquid and removes any undissolved matter. It then goes through another heat exchanger stage as a further safety precaution. The heat also maintains temperature prior to homogenisation, and ensures binding of source minerals.

After homogenisation has taken place, the milk is cooled to 50-60°F to provide good keeping qualities and to minimise "solid fall out". It is then stored in holding tanks, prior to drying.

3. From liquid to powder

By now the liquid produced contains 40 to 45 per cent solids. A vacuum evaporating system is used to remove some of the water resulting in a 52 per cent solids

milk, which is then passed into the spray dryer — a four storey high stainless steel box. The milk is sprayed into the dryer where it is heated by hot air at 155°C. It loses its water content in a fraction of a second and falls to the bottom of the dryer as a powder and is automatically swept out into the powder storage silos which feed the packing lines.

At no stage of the process is the product handled by any personnel and the strictest hygiene standards are rigidly adhered to, say Wyeth.

4. Packing

Some 3,000 cans an hour pass through the packing lines. The ring-pull tops are already in place but the cans are inverted and subjected to an intense blower and vacuum system. They are then passed through a high intensity ultra violet light tunnel to ensure total hygiene. Machines then drop in a scoop, fill with powder loosely apply the end to the can and, in individual vacuum ovens, remove all the air from the can, fill the space with nitrogen and seal the end. The can is then inverted and a plastic lid put on.

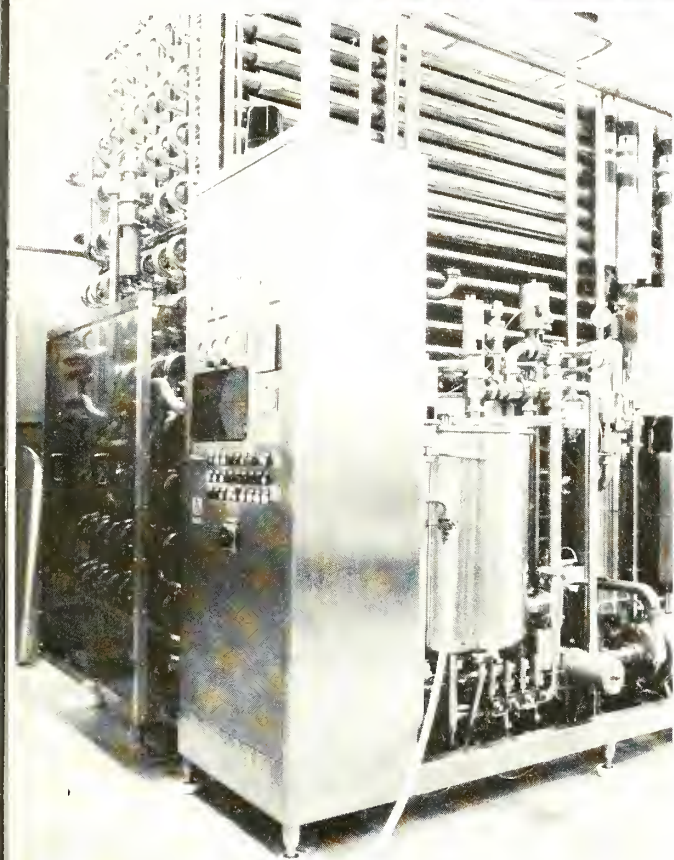
5. Cleaning

The compounding equipment is put through a rigorous daily cleaning process starting with caustic soda in solution and followed by a number of hot and cold water rinses. The cleaning operation is controlled by computer and is fully automatic — indeed the machine cannot be restarted unless the whole cleaning process has been undertaken. The dryer is cleaned by the production staff, who get kitted up in sterile gear so that not an inch of the body is exposed. It is cleaned daily and has a big clean every weekend, taking one and a half days.

The formula

Wyeth say they apply the rigid manufacturing and quality control





The computer controlled UHT machine at Wyeth's Lancing plant, which has been adapted from dairy to pharmaceutical standards

formulation that contains precisely the right amount of protein, fat, carbohydrate, minerals and vitamins," says Martin Daniel.

But checking the natural ingredients is not enough, even the weather may affect the temperature at which the spray dryer runs. As Martin Daniel says: "There may be a scientific basis to the process, but there's an art as well."

Quality control influence runs right through the process, testing both machinery, environmental conditions and the product through *all* its stages of manufacture. Final packs are tested for weight, head space, oxygen content, seal patency, reconstitution properties, and the level of charged particles formed by the spray drying process.

The process workers consider quality control as part of their responsibility and as Alan Hall, technical director, says: "Quality control is part of everybody's job, and it is this team effort which leads to success."

The route to RTF

Wyeth's ready-to-feed baby milks, in Combibloc (250ml) packaging, were launched earlier this year. The infant formula itself is produced in exactly the same

way as the powdered SMA product, up to the point of drying. However, infant formula destined for RTF packs is put through a second homogeniser which is the beginning of a unique process developed by Wyeth which, the company says, ends in total sterility of this liquid product.

The RTF infant formula is transported along the coast to Lancing, where Wyeth has taken over a former UHT milk producing plant and adapted it to pharmaceutical standards.

The infant formula is tested by quality control on arrival and then put through a UHT treatment machine. It is then packed in sterile air conditions, with suited-up operators using aseptic packing machines. The machines carry out the whole filling operation, producing 100 packs a minute, forming the carton, heat sealing the base, sterilising the carton with hot hydrogen peroxide, filling, top seaming ultrasonically, code branding and finally producing the "ears" and flat top of the box. Again, at no stage does the product come into direct contact with the operator, and a visitor can only view the process through two chambers protected by sterile air.

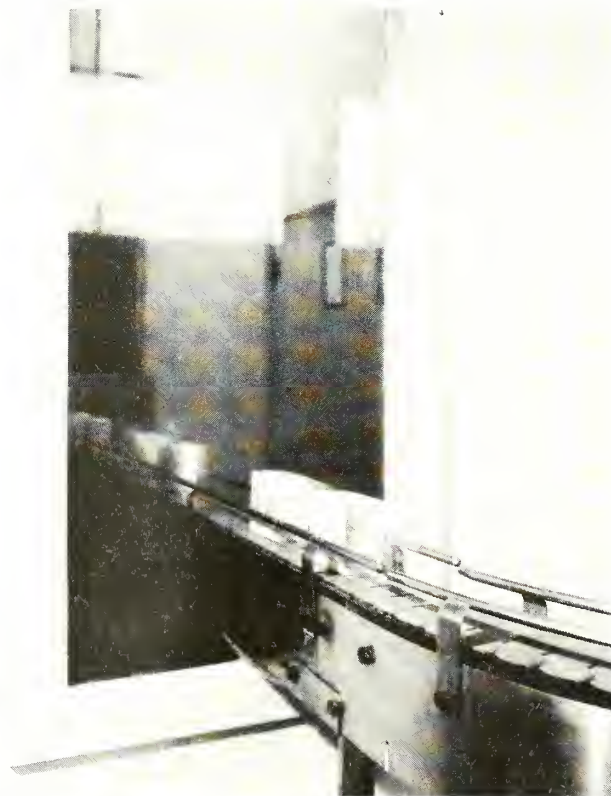
The cartons themselves can be described as a "bag in a box". The milk is effectively enclosed in a polythylene bag with layers of aluminium foil, more polythylene and card, with a final layer of polythene on the exterior.

Some 3.5 million packs were produced for testing before the launch. Ted Keniston, plant manager, explains: "We spent 12 months developing the process and its controls. We had to be more than 100 per cent confident in the operation, as our manufacturing objective has to be zero defect." Even so, a high proportion of SMA RTF packs are destructively tested by quality control — some 8 per cent, depending on batch size.

Cleaning is again extremely thorough. Mr Keniston estimates that for every hour's production, five man hours are spent in testing, sterilising, cleaning, maintenance or some other support systems. The cleaning process is again fully automated by computer, and involves complete sterilisation, with hot water, sodium hydroxide, hot water, acid rinse, followed by several rinses of hot water. As market leaders in a new field, with much at stake, such care and commitment is understandable.

The Lancing achievement of raising the dairy UHT process to pharmaceutical standards has resulted in substantial strides in an established technology, say Wyeth. And it's just the latest development in 70 years for the SMA product which began life in Cleveland, Ohio (overleaf).

to produce, as a finished product, infant formula which satisfies Wyeth's quality control enough to give it the SMA label. "At the end of the day, we arrive at a



SMA RTF packs emerge from the aseptic packing suite at the rate of 100 a minute

standards exercised within their pharmaceutical business to all their infant formula production. Alan Elliott, production director, explains: "Our first priority is quality, and exceptionally high standards — both in our personnel and our products. Secondly, and of equal importance, comes customer service. These are the only priorities you can have in the pharmaceutical business." This translates into staff ratios — for every 1.4 production staff, another employee checks the quality, safety or hygiene of their work.

As many as 27 ingredients will go into making one batch of Wyeth SMA. Quality control starts with the raw materials and continues right through the process; as production manager Martin Daniel explains: "What we're dealing with are natural products, so the quality and content of the incoming material is very variable and must be checked thoroughly."

"We set minimum standards for critical areas that are significant to our product, like the protein and calcium content of milk. We also test for the quantity and type of micro-organisms present and perform other specific tests to cover every eventuality."

Once these basic checks are completed, QC produce a batch formula, taking into account the variations in the natural materials,

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PEAUDOUCÉ

KEEPS A BABY DRIER, LONGER

Sampling to end, pharmacist role defined

Free samples. Two words which in the past have caused bitter condemnation of baby milk manufacturers by the breast-feeding lobby. However, on June 10 this year, Junior Health Minister Edwina Currie announced that sampling through the NHS would cease by the end of the year.

The ban follows Government concern at recent evidence, revealed last January in the report by the chief medical officer's Committee on Medical Aspects of Food Policy "Present Day Practice in Infant Feeding: Third Report" that breastfeeding has become less popular, particularly among poorer women. The report itself had also supported a ban on samples.

The move brings the UK into line with the 1981 World Health Organisation Code on the marketing of breastmilk substitutes, and follows consultation with manufacturers organisations the Infant and Dietetic Foods Association and the Food and Drink Federation.

The Government has also decided that, from the end of the

year, the provision of subsidised ready-to-feed baby milk to NHS hospitals will also cease. In the future, the Government will purchase all infant formula at prices which give "value for money and provide suppliers with a fair and reasonable return".

The effect of these changes on the market remains to be seen: samples and ready-to-feeds have long been a part of the competitive baby milk market.

The Government has also put its weight behind a new campaign, being launched on Tuesday, which aims to encourage more women to breastfeed.

The baby milk companies, through the IDFA, have pledged financial support to the tune of £30,000 in the first year of the campaign, which is being organised by the National Childbirth Trust Breastfeeding Promotion Group, La Leche League and the Association of Breastfeeding Mothers.

The role of pharmacists in the baby milk supply chain has in the past been a confused one. But in August, the Royal Pharmaceutical Society published guidance for

pharmacists following an examination of the UK FMF Code.

The Society says pharmacists have a role to play in the promotion of breastfeeding which

should be encouraged. But mothers should be advised to seek the advice of midwives, health visitors, GPs and dieticians where necessary and to attend clinics regularly.

Society's infant formula guidance in full

□ Pharmacists have an important advisory role to play in the safe and adequate nutrition of infants, and in the promotion of breastfeeding which, being the most satisfactory method of infant feeding, should be encouraged.

□ As one of the professions engaged in primary health care, pharmacists will be aware of other members in the area, particularly midwives, health visitors, medical practitioners and dieticians, and they should advise mothers to seek their advice when necessary and to attend clinics regularly.

□ Community pharmacies always have been, and should continue to be, one of the major outlets for infant formula. Thus pharmacists are in a privileged position to ensure that correct advice is given, and that mothers

are not persuaded to relinquish breastfeeding by the promotion of infant formula.

□ When a mother has decided to bottlefeed an infant, it is desirable that she should be aware of the products available. Shelf display, but not window display, would be appropriate.

Adequate information on infant formula and its use should be given when needed. Pharmacists can help in recognition of an approved infant formula as against a non-approved milk substitute such as skimmed milk. Prices of infant formula may be displayed at point of sale but infant formula should not be promoted or advertised. Information given to mothers should not imply infant formula is preferable or just as good as breastmilk.

70 years of SMA

1915 A high incidence of failure with artificial feeding. In Cleveland, Ohio, a Dr Gerstenberger and his co-workers begin designing a cow's milk-based infant formula scientifically patterned to be as close as possible to breast milk, the major advances being the replacement of butterfat with a fat blend resembling human milk fat.

1918 Clinical testing of the formula, known as SMA (Scientific Milk Adaptation) starts at The Babies Dispensary and Hospital in Cleveland. After three years of clinical use, results showed SMA was a distinct advance.

1920 SMA available on a limited basis in Cleveland. SMA Corporation formed and a manufacturing plant constructed in Mason, Michigan.

1921 SMA generally available throughout USA.

1937 American Home Products buy SMA Corporation and combine it with Wyeth Laboratories. The early formula at this time contains fat, protein and carbohydrate in the same percentages as human milk. Lactose is, as now, the sole source of carbohydrate. The fat

blend is a mixture of vegetable and animal fats giving the same physical and chemical constants as breast milk. Cod liver oil is the source of vitamins A and D.

1962 Wyeth develop a unique electrodialysis process to demineralise cow's milk whey, resulting in the development of a second formula with a casein:whey ratio identical to that of human milk. The formula, known as S-26 in the USA, is introduced to the UK in 1974 as SMA Gold Cap. Changes in the fat blend have occurred over the years, and changes in vitamin composition have kept up with new discoveries and the establishment of requirements.

1967 Research to produce a milk-free formula eventually led to the launch in 1973, of Wysoy.

1981 Gold Cap SMA low birthweight formula introduced.

1986 As a result of research pioneered by Wyeth, taurine, an amino acid found in breast milk but present in very low concentrations in cow's milk, is shown to possibly have an important role in the development of the central nervous system and the retina. It is added to the SMA formulas and Wysoy.

New pack design for Cow & Gate milks

Cow & Gate's Premium and Plus baby milks are getting a new look, together with simplified pack copy to help mothers approaching baby milks for the first time.

Premium now features a red plastic reclosure to strengthen impact, the brand name is emphasised, and the on-pack illustration has been modified to make the baby more prominent. A new strap-line is aimed to increase awareness and usage by mothers with young babies.

The positioning of Plus as a milk to satisfy "hungry bottle-fed babies throughout the important first year" is now included on-pack, as is the fact that the milk is suitable for strict vegetarian use.

The feeding guide has been expanded on both the packs with new information on storage and consumption after opening. "Gluten-free symbols are included on-pack too."

Cow & Gate have now followed other manufacturers in including taurine in their formulas "since there is reasonable evidence to suggest that a dietary

source of taurine is necessary for pre-term infants, although there are no reports of deficiencies in infants using unsupplemented products."

Both taurine and carnitine have been added to soya based Formula S.

Says marketing director Mike Whitcroft: "We have combined a number of small but important changes across our baby milks range in order to strengthen our proposition and confirm our buoyant status."

He says that, since Cow & Gate products already meet with mothers' approval, the words "New design — the same quality product" will appear on-pack "to reassure mothers we are making no radical changes to these highly successful formulations."

■ Cow & Gate say their long-established Consumer Affairs Department (tel: 0225 768381) in Trowbridge will handle queries about aspects of infant feeding from pharmacists and also from mothers themselves.

**Cow & Gate
have the biggest
share
of the market.
Shouldn't we
have the biggest
share
of the shelf?**



In the babymilks market, Cow & Gate have
2.4% volume share, compared to our nearest rival's 40.6%.
Shouldn't we have the shelf space to match?

(Source: Ind. Chemist Audit May/June 1988)

RTF adds convenience

The launch of Wyeth's SMA Gold Cap and White Cap in ready-to-feed packs presents the first major innovation in the baby milk market for some years.

Wyeth themselves expect ready-to-feed baby milks to capture a third of the market in two or three years time. While the presentation is obviously more expensive than the traditional bulk powder product, consumer moves towards convenience products and the increasing familiarity of UHT-milk packs make Wyeth confident of success. The company claims that, as distribution has improved, monthly sales are up by a factor of five in the six months since launch, with month on month increases in the order of 40 per cent.

In the market as a whole, Wyeth and Cow & Gate dispute brand leadership; what seems clear is that both companies' volume shares are in the 40s, though Wyeth's latest four week data shows them edging in front,

possibly helped by RTF sales over the holiday period. Farley and Milupa share, pretty evenly, the remaining 15 per cent.

Cow & Gate's 1988 Babyfood Market Report suggested that retailers should note regional differences and plan accordingly. The company says that highly modified formulae like Cow & Gate Premium and SMA Gold Cap tend to be more commonly used in the South East, while Cow & Gate Plus is the most popular infant formula in the North.

Chemists are still the dominant outlet in terms of sales, with between 45 per cent (Wyeth) and 50 per cent (Cow & Gate) of sales. Wyeth say the picture is changing rapidly, with clinics remaining static and grocers growing to take over 23 per cent of sales.

However, the picture is not a gloomy one for chemists. Wyeth record that after some decline in 1987, they are fighting back and the latest share represents the highest for two years.

Ostersoy aids Farley charge

Key activity recently for Farley's has been the launch of their soya-based formula Ostersoy. The company says that, within the total £65m market, soya products are growing 30 per cent year on year to a current value of £6m.

With 75 per cent of soya milks

supplied on prescription, promotions are targeted at GPs, hospital doctors and dieticians.

Ostersoy will give a boost, say Farley's, to their Ostermilk range, which is still regaining ground following the Christmas 1985 withdrawal.



Ostersoy, a new entrant in the £6m soya milk market

Bounty on target

The Bounty sampling service is thirty years old. Companies who have thought they could do better come and go from time to time, but Bounty remain clearly on top.

Bounty claim that their philosophy of tight control and precise targeting has created a "unique range of educational media and sampling programmes which meet the specific needs of brands within the mother and baby care markets".

The tight control comes in the way samples are distributed. Bounty say their claim card system linked to personal delivery of the Bounty Bag after birth and follow-up research gives substance to their distribution figures. And the sample packs — mother-to-be, gift pack post-natal ("Bounty Bag") and weaning

pack — target precise times of pregnancy and age of baby.

Ante-natal

The "Bounty Mother-to-be Book" is given to 70 per cent of all expectant mothers when they first attend the ante-natal clinic, the company says. Included in the book is a claim card, returned last year by 400,000 mums-to-be for a free pack of samples — the Bounty Mother-to-be Gift Pack.

Six years ago the video service Bountyvision was launched. Advertisements are placed in educational films covering pregnancy and the early post-natal period now used in 1,400 antenatal clinics, parentcraft classes and maternity hospitals in the UK.

Post-natal

Some 660,000 new mothers will, say Bounty, receive a Bounty Bag of samples, educational material, and the "Bounty Baby Book" within the first week of their baby's life. Precise distribution is achieved by Bounty's 220-strong field sales force who give out packs personally, on the ward.

Bounty say the RSGB Baby Market Media Survey shows that 80 per cent of all mothers read the "Bounty Baby Book" and 47 per cent regard it as the "most helpful" of all post-natal publications.

Bound into the "Bounty Baby

Book" is a Weaning Pack claim card, completed by 400,000 mothers each year for redemption at Boots at weaning time.

Two new ventures from Bounty will extend their service further. From November the weaning pack of samples will also contain the new "Bounty Book of Baby's Progress", covering child development, progress through play, family relationships, safety, travel, finance and nutrition. Bounty have also bought *Young Mother* magazine, a bi-monthly covering "family life with under-fives".

The table is a list of manufacturers using Bounty sampling services.

	Mother-to-be Gift Pack	Bounty- vision	Bounty Bag	Weaning Pack
--	---------------------------	-------------------	---------------	-----------------

Abidec	*			
Baby Fresh	*	*	*	
Baby Wet Ones			*	
Colgate toothpaste				*
Cosifits				*
Cow & Gate — babyfood			*	*
Cow & Gate — Liga			*	
Drapolene			*	
Dr White's	*			
Farley's baby food			*	*
Heinz babyfood		*	*	*
J&J — baby toiletries	*		*	*
J&J — KY jelly			*	*
Libra towels			*	*
Macleans milk teeth			*	*
Maws (Ashe)	*	*	*	*
Milupa baby food			*	*
Pampers	*	*	*	*
Robinsons babyfood		*	*	*
Sudocrem	*	*	*	*
Vaseline	*	*	*	*
Zorbit	*	*	*	*



The Bounty Bag — this one for a non-first time mum

Cow & Gate sell 7 times* more jar babymeals than our nearest rival.

In chemists, more mothers spend more money on more Cow & Gate Jar Babymeals than any other brand.

Our volume and sterling share is over seven times higher than our nearest rival's.

We have a bigger share of the market.

Shouldn't we have a bigger share of the shelf?

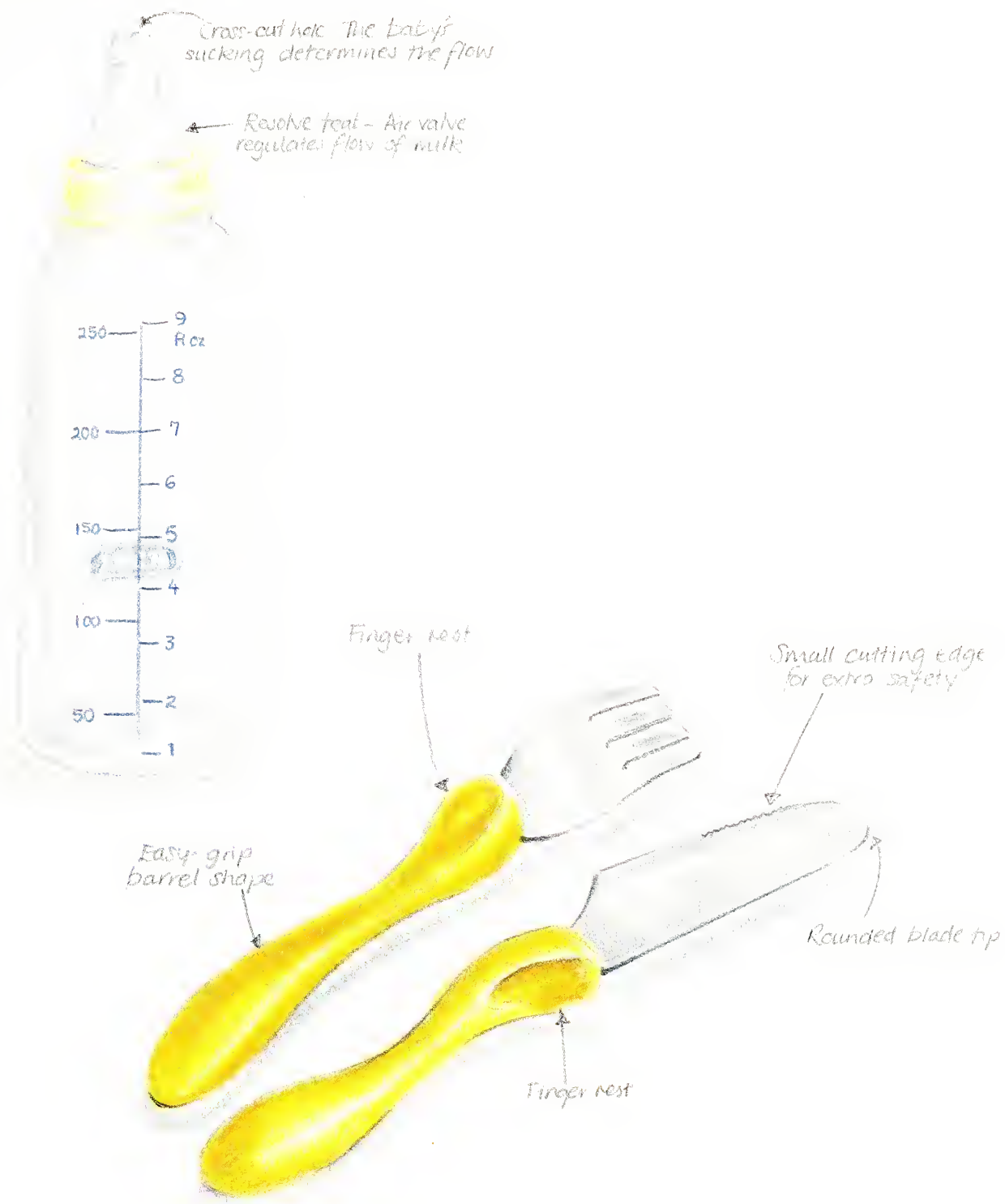


(SOURCE: Ind. Chemist Audit *Unit Sales Share 12 months ending June 1988)

11" high x 8" wide x 10" deep



Stock Maws and watch your profits grow. As well as being the most successful range on the market, it's also the widest. Catering for children right up to school age.



They're carefully designed to encourage growth. Yours.

Now we've redesigned our packaging to be an even bigger hit with mums. Making your profits even bigger and healthier too.



BABYWIPES

Wet wipe hype

Baby wipes have only been around for eight years, but they are one of the fastest growing markets in the packaged goods sector. Are pharmacies taking full advantage of the rise and rise of wet wipes? C&D takes a look

Just nine years ago babies didn't have the benefit of wet wipes when they got messy or needed a nappy change. Now, the market is worth £20m, with over seven million packs of baby wipes purchased in 1987, and a growth rate of over 30 per cent is predicted for 1989.

There are already about one million young mothers with children in the 0-2 age range, and they account for 68 per cent of the target market. Of these buyers, some three quarters have already become medium to heavy users, purchasing the products at least once every four weeks.

There are many reasons why baby wipes have taken off in such a big way, but the most important one is changed attitudes to convenience products. More mothers are opting to have their first child when they are older with more disposable income to spend on "luxury" goods; and they are used to disposable items like nappies and feeding bottles which make routine tasks quicker and easier.

Branded products have gained around 68 per cent of this market, leaving own label products with around 32 per cent. But increased

travel and out of home use during the Summer, together with a slight rise in the birthrate, has led to a sharp seasonal trend with sales increasing steadily from May onwards and reaching a peak in July and August.

A quick look at the figures shows that chemists are gradually losing out on this growing market with its constant turnover of new mums. In 1984, some 54 per cent of baby wipe packs were sold in chemists, compared with 46 per

the company says. Some £1.1m is being spent on advertising in 1988 and in the TV campaign, a little boy being cleaned up after a particularly busy day when he gets plastered with all kinds of household substances. The aim of the advert is to stress the versatility of wipes, and show that they are not just a "nappy change only product". Scott's product is also being sampled in 660,000 "Bounty Bags" to first time mothers; and these samples, together with 25p-off coupons in the mother and baby Press, back up the TV campaign.

Although the 1987 Scott UK Babywipe Market Report highlighted lotion impregnated wipes as a growth area,



Baby Fresh...the aim is to hit chemists.

cent in grocers. Today, just 37 per cent of sales are made in chemists, with grocers taking 63 per cent of sales.

For this reason, Scott Ltd, producers of Baby Fresh, are promising a new initiative for the next year. "We want to start putting a lot of effort behind independent chemists in 1989" said Steve Lyons, brand manager for Baby Fresh. "At the moment we do not have a specific chemists sales force — Sterling Health do — but we *are* looking at ways of talking direct to independent chemists.

Baby Fresh has been very successful since its launch in 1984 as a thicker-than-standard wipe packaged in a tub. And Scott saw the fold-back tub as a major benefit over the traditional pop-up packs that require "a lot of tugging and often two hands to remove the wipes" said Mr Lyons.

The marketplace proved receptive — so receptive that Scott were able to claim a 21.6 per cent share in 1987, following a growth rate of 128 per cent. And they say that their share has been boosted even further following a 78 per cent volume growth in the first six months of 1988, to give them a 29.6 per cent market share by volume.

Clear advertising, especially to first time mothers, is essential,

accounting for 9.6 per cent of the market, the company has no plans to introduce such a wipe. "We did look at it, but we haven't moved in that direction. With Baby Fresh being impregnated with lotion, it does pretty well the job of the lotion wipe," said Mr Lyons. Instead, Scott will be introducing a non-perfumed pack of 80 baby wipes to tie in with a trend "towards more natural type products, with no additives or preservatives", says Mr Lyons. The new wipe, packaged in a white tub with a blue lid is designed to appeal to those mothers who were concerned about using scented products on their baby's face.

Although Scott say that Baby Fresh has improved its position in pharmacies from 11.4 per cent in 1987 to 18.2 per cent in 1988, Mr Lyons feels that there is still some way to go before the brand's presentation in chemist outlets reflects its national profile. "We have a lot of sale problems coming through on Baby Fresh because of the amount of space that is allocated. Baby Fresh is still underfaced" he said.

Chris Marks, marketing controller for Sterling Health, who produce Baby Wet Ones, is optimistic about growth prospects for the industry as a whole, estimating its worth at "£40m by



the end of the decade".

But he feels that it is becoming a "very clearly defined market, because Baby Fresh, Baby Wet Ones and retailer own brands account for over 90 per cent of the total market. "If both Baby Wet Ones, Baby Wet Ones lotion wipes and Super Softies are taken into account then Sterling had about 30 per cent of the market by value at the end of 1987, says Mr Marks, although he does admit that both brands have lost some ground over the last year.

Baby Wet Ones were first launched in February 1980, as Wet Ones, in a pop-up container. Although they are a standard size wipe, Mr Marks defends Sterling's decision not to go into super thick wipes or tubs. "You have to recognise that the consumer is looking for a thicker, stronger wipe" he said "but the pop-up container has got significant benefits. The consumer sees the product as more hygienic with better keeping qualities. It is also more portable; the tub pack tends to be confined to the nursery or bathroom".

He sees retailer own brands as a threat, but is not unduly concerned by new launches, he feels that "because they are tending to be higher priced. What is of importance is the absolute retail price on the shelf". Own label accounts for some 35.1 per cent of independent chemists' brand shares, a growth of 70 per cent plus over the last year. "The danger is that the market could become a commodity market, because of the effort that has been given to building up the volume of own brand sales" said Mr Marks, who predicted a "difficult year ahead" for Baby Wet Ones.

Sterling Health do not plan a TV or Press campaign "for the first time in seven years" because they are taking stock of the options, says Mr Marks. But they are talking to pregnant women and they are also giving free packs to around 80 per cent of expectant mothers.

Between them, Sterling Health and Scott account for well over 50 per cent of UK branded sales with the remainder being shared among many smaller brands including Robinsons Poppets and Soft & Pure lotion wipes; Maws Wipers; and a recently launched Peaoudouce product.

Robinson's Poppets, credited by the Scott report with a 3.8 per cent volume share of the market in 1987, are offered in an 80 wipe tub (£1.30) and a 25 sachet travel pack (£0.79). Their Soft and Pure lotion wipes are only sold in 50 wipe packs (£1.69) and were launched in June 1987. Poppets are a "luxury babywipe but not quite as thick as the Scott product" said Carolyn Taylor, brand manager. She feels that all the hype about



Pudgies plan to muscle in on the UK wetwipe action

"thick-is-best" is not necessarily justified. "Thick wipes have come onto the scene in a big way, but there is a place for thin wipes and they do tend to have a lot of secondary applications" she said.

Soft & Pure lotion wipes are presented in a "unique packaging within the marketplace — a lozenge which is fairly squat" said Ms Taylor.

Peaoudouce launched a thicker baby cloth with lanolin in 1987, in resealable travel packs and tubs. Travel packs of 16 wipes retail at £0.99, while the tubs of 40 and 80 wipes retail at £1.39 and £2.29 respectively. To promote the brand, Peaoudouce are offering a merchandiser which will hold a maximum of eight wipe packs.

Maws Wipers (50 wipes, £1.19) have around 0.8 per cent of the market according to the Scott report, and have ridden on the back of the well-known feeding products range. "The difference is in the ingredients. We use a baby oil base which acts as a barrier" said Alison Gilbert-Smith, brand manager for Wipers, "and we say that it is kinder to your baby. Maws has a good reputation, and has been associated with babies since 1804. When mothers look at our wipes, they know that they are looking at a tried and trusted product".

The arrival of the Pudgies brand from US heavyweight Nice Pak International, into an already overcrowded market, could hit the smaller producers hard, and mean that reliable reputations and wide ranges of baby products are not enough to sustain growth. Nice Pak is one of the world's largest producers of wet wipes with a retail sales figure of \$50m, or 28 per cent of the total US

market. Nice Pak has already made inroads into the growing own brand market in the UK, and is now investing more than £4m over the next four years in its first European production site, in Delyn in Flint.

Quality vital

Pudgies, supported by a new Pudgie Bear character, offer good value, strong, large and thick wipes in the belief that most purchasers are looking for "quality features" such as thickness, softness, form and strength says Nice Pak president Robert Julius. Nice Pak feel that although own brand products have their own niche in the market purchase "is not a function of spendable income at all" and they point to the experience in the US, where thickness was the key factor. "The UK is mirroring the US, just a few years behind it," says Mr Julius.

In 1977, thin wipes in cylinders had 100 per cent of the US market; today, they have just 5 per cent according to Nice Pak, as they have been gradually eased out by thicker wipes. Thick wipes in tubs have built up from launch in 1977 to 67 per cent of the market today; and thick wipes in cylinders have cornered 28 per cent of the market since they were first introduced in 1983.

Pudgies is packaged in pop-up canisters, in spite of Scott's claims for tubs. The fragranced versions will come in 150 wipe (£2.99), 75 wipe (£1.99), 35 wipe (£1.09) and 14 wipe (£0.79) sizes.

Nice Pak also claim to be the "first on the market" with an unfragranced, hypoallergenic wipe in the 75 wipe size only. But

whether Scott or Nice Pak made its first past the post, there seems no doubt that unfragranced brands will be a major growth area, having already captured 30 per cent of the US market. Nice Pak are convinced of the potential of unfragranced wipes, but they have no plans to go into the lotion impregnated sector. "The lotion sector is worth 10 per cent — it's not growing" says Robert Julius. "Anyway it has never been that successful. The idea of a wipe is to clean, with lotion this doesn't work as well."

Pudgies is being launched with a £500,000 blaze of advertising in the mother and baby Press, and will be delivered free to expectant mothers with *You and Your Baby* books in antenatal travel pack handouts. Nice Pak has also pledged a minimum of £50,000 to the Great Ormond Street Wishing Well appeal, with the promise of a donation for every purchase of Pudgies throughout the duration of the Appeal.

In such a buoyant marketplace, baby wipes do offer good opportunities for the retailer. Growth is expected to be around 20 per cent this year, with 9.5 million pack sales expected, even though the market has by no means reached its full potential. Some 32 per cent of mothers with children aged 0-2 have not yet tried wipes, and the tendency to repeat purchase seems high. So look again at your baby care stocks, evaluate which brands you think are the best sellers, and you might be able to halt the slide of wet wipe profits to the grocers, and clean up a tidy sum!

Figures from The 1987 Scott UK Babywipe Market Report.

NAPPIES

Big two face new challenge

If Peaudouce and Proctor & Gamble thought they were going to carve up the branded sector of the disposable nappy market between them, they reckoned without Swaddlers, who four months ago launched Togs with a massive TV, Press and PR campaign.

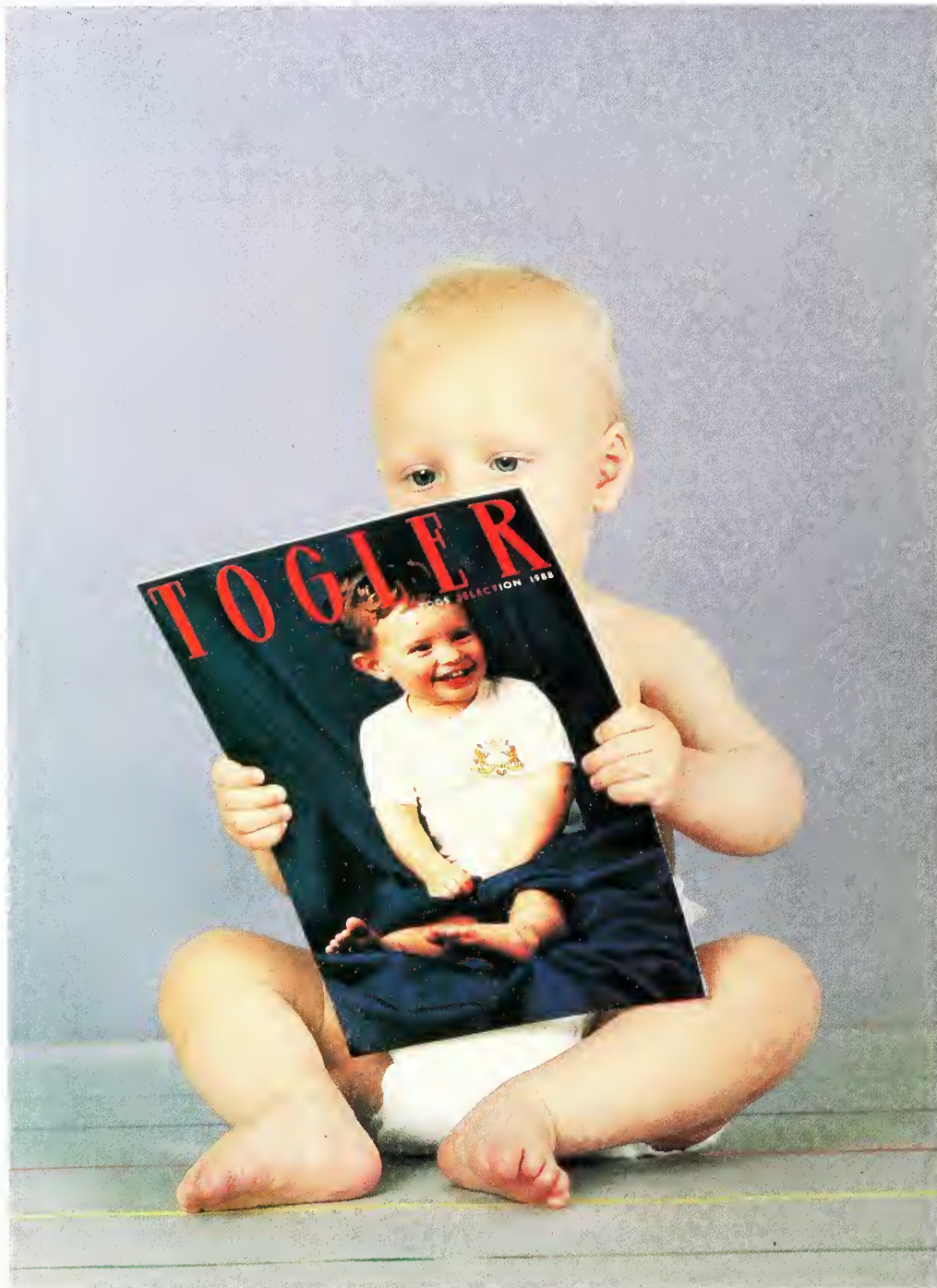
On the face of it, the £7.5m Swaddlers are spending on a TV, Press and poster campaign for Togs in 1988 alone is a bit of gamble. But an examination of the market gives some clues to the potential for a new advertised brand like Togs.

The disposable nappy market is growing rapidly — worth just

£35m in 1980, sales in 1987 totalled £250m and are predicted to be as much as £430m by 1990. And those predictions may not be that wide of the mark; market penetration — nearly 70 per cent of all changes in 1988 will use disposable nappies — while increasing rapidly, still has some way to go to catch up with other

countries like France, Sweden and the USA where a traditional terry is virtually unknown.

Tyneside-based Swaddlers see other reasons to support their investment in Togs. The company says that Proctor & Gamble, whose Ultra Pampers were launched almost a year and a half ago, and Peaudouce, whose



Swaddlers' Togler catalogue offers gifts for tokens collected

The last part of Swaddlers' equation is the product. The

The company claims a 16.8 per cent volume brand share in the 12 months to April for their Babykini and Babyslips brands. Marketing plans for the rest of 1988 include a

For the moment, however, Tony Gilbert-Johns, general manager of Robinson's Diaper Division, is content to watch the battle develop. "We feel our improved Cosifits featuring the change-me wetness monitor,

Product manager Claire Brooks-Matthew says the brand is for those retailers who don't want own label or who are not big enough to do an own label range. "We are also very strong in multiple pharmacies, and altogether the brand has a 3 per cent share," she says. Plans for next year include on-pack promotions.



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Best for Baby Care

Backed by over 30 years experience in the manufacture of Silicone Rubber 'Subacone' Teats — Rubber and Latex Teats, feeding bottles, feeding dishes & mugs, potties, bath mats and children's safety hot water bottles.

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Licensed to make a killing

Character branding for babyware products is definitely on the way in. Here, *C&D* reports on how to make a sale with a little help from friends like Mickey Mouse and Postman Pat.

Walk into any Sock Shop in London and you will see a pair of bright pink boxer shorts hanging up. Not just any old boxer shorts, it must be pointed out, but a pair decorated with large numbers of

manufacturers in return for a royalty feel that it is just a matter of time before some of the "big names" adorn a wide variety of babyware items from potties to feeding mugs, bibs to designer

bottles.

Copyright Promotions Ltd have a range of well known characters on offer, ranging from Mr Men and Little Miss to Roland Rat and Victoria Plum. As Susan Peskin of CPL puts it "One of the most under-exploited areas in character licensing in the UK must surely be the baby and pre-school markets. And yet, as the age of mothers rises there is a marked increase in disposable income — this means more disposable nappies, more clothes, more toys, more instant baby foods and drinks."

Julie Nellthorp, licensing executive of the Copyrights Company Ltd, which manages the right to use Paddington Bear, Beatrix Potter, and the Snowman say that if character licensing is used in babyware "all too often it tends to be on the gift lines," adding that "licensors will always think about any area."

There are two major benefits from putting a character onto a babyware brand, according to Mike Dash, editor of the *Licensing Reporter* and *Licensed Product*



The Tommee Tippee panda, who grew out of a bear, is now seen on-pack in a variety of situations

elegant little Pink Panthers. Chances are that if you saw them you would pick them in preference to a plain pair, and become yet another victim of character merchandising at its slick best.

Character merchandising in the States is big business. Francesca Ash, of the International Licencing Directory estimates that the market has grown 900 per cent over the last nine years, from around \$6.5bn in 1978, to \$58bn today, with items ranging from Sesame Street feeding bottles to Flintstones vitamin pills. But in the UK, the market was a mere \$1.5bn in 1987, showing that there is still lots of room for growth.

Nowhere is this growth more evident than the babyware market. Manufacturers like Robinsons, with their Spikey Robinson hedgehog, or Jackel International with their Tommee Tippee panda namesake, have been ahead of the game in using a sympathetic character to promote brands. But some of the firms who licence characters like Tom and Jerry or Paddington Bear to



Togs. Growing bigger every day.



It's only taken since June to make Togs the second biggest brand, where stocked, in the country.*

Hardly surprising. It's a great product, backed by a massive advertising programme.

The advertising budget alone totals £7.5m.

And we're coming up to our third major burst.

We're showing our highly successful launch commercial again as well as our newest one, too.

The campaign runs from October right through to November.

Both commercials strongly feature Togs' unique, elasticated waist as well as their super absorbency.

That's not to mention all the press, posters, PR and promotions we are running.

So order your Togs as soon as possible. And watch your sales growing up as fast as ours.

For further information, please contact Swaddlers sales office, Milton Keynes Tel 0908 210111



The ultimate design in nappies.

*Source: IRI Retail Audit

READY-TO



READY-TO

Breast milk is best for babies. Infant formula is intended to replace or supplement breast milk when breast feeding is not possible or is insufficient, or when mothers elect not to breast feed. Good maternal nutrition and care of the mother during pregnancy and breastfeeding are important. Not breastfeeding could be difficult to reverse. Professional advice should be followed on the need for and proper method of use of infant formula and on all matters of infant feeding. Infant formula should not be used as a substitute for breast milk.

-FEED



-SELL

Meet the new additions to the SMA family, Gold Cap and White Cap in handy 250ml Ready-to-Feed cartons.

Both contain the same nutrients that make our powder baby milks so popular. The only difference is that liquid SMA is even easier to use. Just snip and pour.

Ready-to-Feed has been very well researched, 86% of bottle-feeding mums saying the products will be of great help to them. Particularly at times when they're busy or away from home.

This is because using Ready-to-Feed is simplicity itself. They pour easily and don't need refrigerating until they're opened.

SMA Ready-to-Feed is convenient for the retailer too. Shrinkwrapped in trays of twelve, they're easy to shelf, making optimum use of space. Not that they'll be on the shelves for long.

Ready-to-Feed is the newest idea in the growing baby milk market for over a decade, helping you to build business by selling products that meet the needs of the 1980's.

The arrival of SMA Ready-to-Feed, backed-up by a comprehensive support programme, is set to become big news, fast, so to place an order or get more information, call the relevant 'phone numbers below. We're ready when you are.

Orders: 0705 483611 extension 2044 or 2096. Enquiries: 06286 4377 extension 4243.



Wyeth Nutrition
Leading the way

*trade marks

Marketing. The manufacturer is not only buying a positive association with a character that the public know and love, but he is using that positive association to create stand-out on shelf.

The success that Jackel and Cannon have had with their brightly patterned feeding bottles shows that for the young mother utilitarian is not necessarily best. Children under five cannot distinguish enough to make a positive choice about characters says Mr Dash, so the character really has to attract the mother.

Classic characters are making a comeback, and there is no doubt that this trend is partly due to baby boomer mothers' susceptibility to nostalgia. As Keith Isaac, managing director of Warner Brothers LCA Entertainment puts it: "It is a Europe-wide phenomenon; certainly, characters like Bugs Bunny, Road Runner and Batman and Robin are tremendously popular now at all levels".

This increase in popularity is largely put down to the classics' staying power. "Manufacturers are wary about taking out licences. So much money goes into their development that they have to last more than one Christmas" says Julie Nelthorpe.

Longevity is pretty vital in an industry where even seemingly sound properties can go under very quickly. Take the Wombles, as a case in point, one minute they were wombling free, the next minute goods carrying Orinoco or Uncle Bulgaria designs were almost impossible to shift. "If licencees get the whiff of an idea that an item is going to stop selling, they pull out. That what hapened to the Wombles between 1978 and 1982," said Mr Dash.

So manufacturers have to box clever, choosing characters with what Mr Isaac calls "a sound base, like publishing" together with TV exposure over a long period. "The key is regularity rather than volume of transmission", he said. And his own Looney Tune characters have benefitted fully from the value of the regular plug; ITV and BBC between them hold almost 500 episodes for transmission and barely a day goes by without one of the characters appearing on national television.

The number of baby items with "classic" motifs is small, as yet, but beautifully put together. Crabtree and Evelyn produce a range of Beatrix Potter babycare toiletries, for example, which feature Tom Kitten. These include Tom Kitten figurine soaps; cleansing lotion (125ml) and shampoo (250ml) and attract adults as well as mothers with young children.

Pictorial Soaps of London produce a range of soaps, and in 1987, Taylor of London gained a



Muppet Babies, the cartoon series of the puppet show and now a hot property for the licensors

licence to create a range of floral toiletries and fragrant gifts featuring Benjamin Bunny and Peter Rabbit. These include Mrs Rabbit bath seeds, talcum powder, and bubble bath; while nursery perfumed sachets come in packs of three. There are also hanging wardrobe sachets and hooks and a Royal Doulton sweet briar pot pourri to give a nice smell to a new baby's room, say Taylor. They are so pleased with the response to the range that they plan to introduce Mrs Tiggywinkle and Jemima Puddleduck bath seeds before Christmas.

Scorpio Products have also struck gold since they started producing nursery stickers twelve months ago with old favourites like Thomas the Tank Engine, Beatrix Potter, Postman Pat and last but not least, Garfield "our biggest seller". They already have a turnover of £2m, and employ 18 people. "We specialise in characters that are here to stay," said chairman David Richmond, who admitted that the company had made mistakes in the past by selecting "fashionable" characters like Mask and Masters of the Universe.

Characters from the Looney Tunes stable like Bugs Bunny, Sylvester, Tweety Pie and Road Runner are featured on a variety of products ranging from toothbrushes and toothpaste from Oral-B Laboratories to towels from Hayjax and bibs, aprons and overalls from Dunbee Ltd. They are enjoying a new renaissance says Keith Isaac, and as a result, a whole series of baby and nursery-related products, including a toiletries range are in the pipeline.

Oral-B also produce

toothbrushes featuring Disney's pre-school Duck Tales with Huey, Dwey and Louie and a company called Tideware have introduced a set of Mickey's Magic Soap floats featuring Mickey Mouse and his sidekick Donald Duck.

If the old classics are booming, characters that licensors call the "new classics" are doing equally well. These characters, which have Postman Pat and Mr Men among their number, are successful because they are properties with "timeless qualities", lots of TV coverage, and a publishing base.

Jim Henson's Muppet Babies are a typical example. They were first introduced into the UK in 1986, and the BBC have already bought 60 shows, with an option on a further 20, and a new series out soon. The key to this long term success is imagination, says Susan Mollone, a licensing agent with Jim Henson Enterprises. "The characters never leave the nursery, yet they always have plenty of adventures. We try to put across a little moral story on occasion too," she said.

Muppet Babies have been used by Richards and Appelby for a range of childrens' toiletries including Baby Kermit and Miss Piggy soaps, flannels and bubble bath. The licence has also been successfully used by Ibaso BV, a dutch company, for a 3D character bubble bath.

Mr Men and Little Miss, designed by the late Roger Hargreaves, are also in the process of becoming "classics", with their bold, almost cartoon style lines and strong colours. Addis have used the Mr Men to produce a range of childrens'

toothbrushes and tooth gels, and have recently branched out into the Care Bear characters for these products too.

Shoe People, with various shoe characters such as Serjeant Major, Trampy and Margot the ballet slipper, were created by the Stourbridge businessman James Driscoll. They immediately became one of the biggest licensing success stories of 1987, and have already been used by Cliro Perfumeries in a range of toiletries including soaps, talcum powder, bubble bath and perfumed drawer liners. Shoe People have good exposure on TV-am and they are a "clean, well delivered understandable concept which appeals to both boys and girls" said Robert Beecham, of Cliro. And he says that the company has already sold in excess of one million pieces of Shoe People toiletries.

Many manufacturers have, however, shied away from the big names and developed their own characters which have achieved a high degree of recognition in the mother and baby care market.

Take Spikey Robinson who was created by Mabel Lucie Attwell. He is used on all Reckitt and Colman's Robinsons baby food and drink products, and was allegedly "found" in a dusty plan chest with notes in Mabel Lucie Attwell's hand describing him as "little teacher". Robinsons have seized on this, and marketed Spikey as a "communicator between the emerging world of tiny tots and mum's grown up world."

Earlier this year, Movie and Media Marketing were asked to develop the merchandising qualities of the products, and they found that 45 per cent of mothers with babies aged twelve months recognised Spikey, helped by regular advertising on TV-am and features and promotions in the 'Robinsons free circulation magazine *Early Days*. Now M M & M have big plans for him, hoping to extend his name to soft toys, toiletries, feeder sets and even a potty in the near future. A. Mistry of Loughborough will be producing two new "Spikey" products — one a baby bib, and one a hot water bottle cover — for early 1989. Both will be available to independent chemists and will retail at £5-£6.

Jackel International is the company which upgraded its traditional bear into the Tommee Tippee "panda family" in 1987. At first the pandas were only on the packaging, but now they have appeared in the full range of trainer and starter cups; play and paint overalls; designer bottle and bibs; and the panda facecloths.

The variety of the illustrations is very appealing. On the play overalls the pandas are seen enjoying a chaotic decorating



ONCE upon a Heinz

HERE they are. Six more Sweetcorn; Cheesy Pasta and examples of Heinz leadership in Tomato; Spaghetti Bolognese; the babyfood market. Cheese, Bacon and Egg; Spaghetti ALREADY we sell over 12 million Hoops and Sausage and Baked Strained Savoury Specials Beans and Bacon.

a year. Mums bought them because 3-9-month-old babies liked them. And as the babies grew, so did the demand.



WE currently outsell our nearest competitor two to one*. With the addition of this new range, you're six times more likely to profit.

SO we made six new Junior varieties. Chicken and THAT should make you happy.

Happy ever after.

Ta-raa!

Announcing new Farley's OsterSoy.
The very latest addition to the OsterMilk range.

Soya formulas are the fastest growing area in the baby milk market. Increasing by an incredible 28% year on year. Doctor's prescriptions account for 75% of these sales. Which is why we are also blowing our own trumpet in promotions to doctors and other health professionals.

OsterSoy does not contain any animal fats, unlike some other soya formulas. Making it suitable not only for cows' milk intolerant babies but also vegetarians and members of certain religious communities.

So stock up now. A lot of mums will be asking for OsterSoy. Music to your ears.

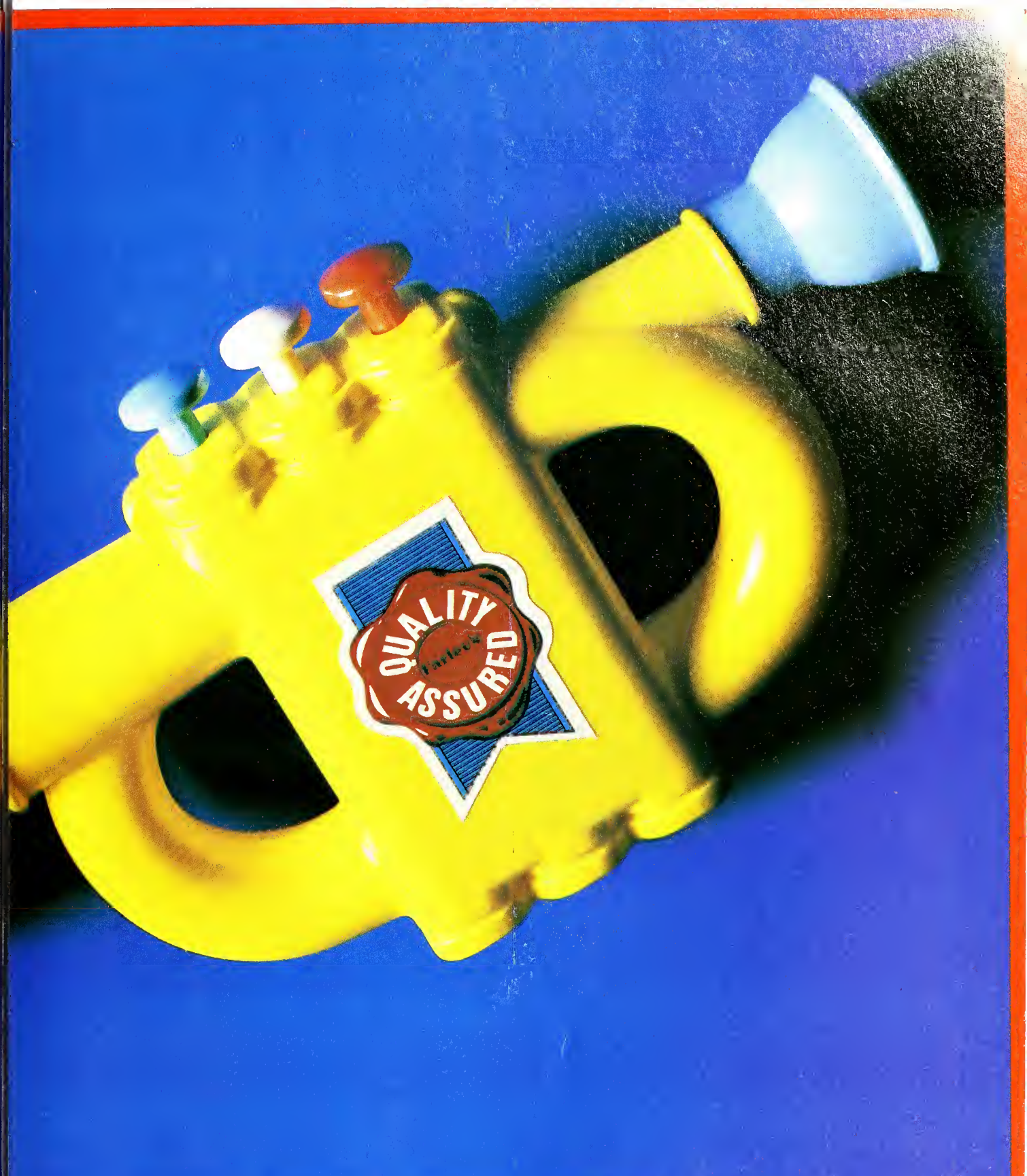


For samples and full product information
please write to: Farley Health Products Limited,
1 Thane Road West, Nottingham NG2 3AA.

An associate company of



NEW



ARRIVAL

TOSE, GALACTOSE OR SUCROSE. FOLLOW THE INSTRUCTIONS CAREFULLY: AS WITH ALL FORMULAS, AN INCORRECTLY PREPARED FEED COULD BE DETRIMENTAL TO A BABY'S HEALTH.



Simple they may be, but Roger Hargreaves' Mr Men and Little Miss are fast becoming classics

session. On the designer bottles and bibs they are flying kites bundled up in cheery winter clothes, and on the face cloths one of the pandas is seen being given a good scrub in the bath.

According to John Kingham, national account sales manager, the panda design overall sales from the first four months were around five times that of plain feeding bibs, and well above those of plain overalls. Sales for the feeding bottles are predicted to be at least four or five times those of the non-designer range, and several new products are planned including a two handled designer cup carrying the same design as the bottle and the bibs in late 1988.

If classics are a safe bet, it is always worth trawling the pool of brand new characters for fresh talent. One of the most exciting new launches for 1989 is a character called Space Baby, the hero of a new cartoon from the Cartoon Film Company in association with Hanna Barbera.

If the plot, about a baby named Max who accidentally blasts off from Cape Canaveral seems oddball, the marketing opportunities are anything but. For when Max, his alien friend called FX, and some half a dozen other characters with potential cult appeal, made their first appearance in a TV Christmas special last year they pulled in 5.5 million viewers.

The property has been created by Mike Young of Super Ted fame and CPL, and is primarily aimed at children aged 4-7. It will be shown on Sunday mornings in the US as part of the syndicated feature the "Futuristic World of Hanna Barbera" and is expected to hit our screens soon.

Alternatively, Mike Dash picks out Charlie Chalk, from the creator of Postman Pat, or Roger Rabbit from the feature film "Who killed Roger Rabbit?" as the properties with most licensing potential in the year ahead.

Tough Ted, a new character created by Simon Bond is also new and almost unique in being

designed to appeal to small boys, and Richard & Appleby have already produced a complete range of Tough Ted toiletries.

Susan Peskin feels that a number of CPL characters would readily translate into the pre-school and baby markets, including Kissyfur, an eight year old bear cub who runs away from the circus, and First Impressions, a concept built around some simple dog, cat and bear characters and created by a dutch designer called Mil Teernik.

The range has already been used on a set of wallcoverings, textiles and greeting cards, and a set of storylines on the product are being developed. Here in the UK, first impressions have already been licenced to Rockingham Baby Crafts UK who have produced a range of quilts, duvet covers, changing bags, thermal cot bumpers, Moses baskets and baby nests. CPL now hope to extend the concept into "a variety of other merchandise including baby care items, toiletries, clothing, soft toys and home furnishings."

Whatever the case for individual characters, UK manufacturers and pharmacists have got to be selective about the type of licence that they use and



Sleepy Kids — another new cartoon with licensing potential.

the range of merchandise that they stock. The US character merchandising scene has almost reached saturation point because of unscrupulous licensors who will agree to put their properties on anything for a fee, whether or not it benefits the character. The

message from UK licensors is very different, as they want to see their characters on products which will enhance their value long term. As Mike Dash puts it: "Long gone are the days when you could just slap a character on anything and expect it to sell!"

How to get licenced

Characters, or "properties" as they are known in the trade, are handled by licensors who have their integrity in mind, rather than just an eye to the next merchandising chance.

Licences are usually exclusive, but they can be granted to several companies for the same type of product. An exclusive licence means just that — so that any demand for a particular product with a specific character can only be handled by the holder of the licence.

An advance of between £1,000 and £5,000 on royalties is usually asked for by the licensor and will depend on the company's sales forecasts and whether the licensor

agrees with them. A deal will also be arranged for an agreed percentage of sales revenue, derived from wholesale markup. This is usually 7 or 8 per cent but can be as high as 10 per cent and is frequently payable quarterly.

Asking for a licence does not automatically mean getting one. The licensor has to consider whether the character will be best served by being on the product, and whether the manufacturer can fulfill his promises to manufacture and distribute the product to the highest standard. And frequently, the licensor will ask to check the product to make sure that it is of the right quality and that it conforms to safety legislation.

Oral-B go for Disney appeal on new infant brushes

Oral-B, fresh from their success with toothbrushes for older children featuring Bugs Bunny and friends cartoon characters, have now turned their attention to the one to fives with the introduction of Duck Tales toothbrushes. Disney is the inspiration, in particular Donald Duck's naughty nephews Huey, Dewey and Louie.

The Duck Tales toothbrush is designed to professional standards says Oral-B and boasts a small, compact head which is lightly rounded for safety in infant

mouths. End rounded filaments are extra soft to protect soft gums, a long neck allows easy access and a larger, longer handle aids use by both adult and child.

The three toothbrushes in the range (around £0.99 each) are all brightly coloured and each feature one of the characters on the handle. Oral-B say all children prefer to use something designed for them alone, so, as they get older, encouraging them to brush their teeth with their own toothbrush should make life a little easier.

Oral-B's guidelines for good dental hygiene in the pre-school child

- ☐ Make toothbrushing fun. If it is something of a game it will be more acceptable to children
- ☐ Cuddle young babies while brushing to make the activity more pleasant
- ☐ Help children learn brushing techniques from watching you
- ☐ Supervise toothbrushing until the child is at least six years old
- ☐ Use only a pea-sized blob of fluoride toothpaste with a mild taste
- ☐ Take your child with you to the dentist
- ☐ Control the amount of sugar in your child's diet



Huey, Dewey and Louie to boost Oral-B

FEEDING

Robinsons in major revamp of babyfood range

Robinsons baby foods are conducting a major re-development of their range next month, linked to a strong advertising and promotional campaign targeted at new mothers.

The company is relaunching its cereals range, it says, to cater for changing consumer needs. Robinsons weaning cereals — baby rice and baby rusk — are being reformulated and repositioned as "first foods" suitable for all babies from 12 weeks (previously 4 months).

The brand's remaining cereals have also been reformulated and retitled "baby breakfasts". Now in 110g packs in line with the rest of the range, they are said to be suitable for all babies from three months, and are no longer divided into infant and junior sub-ranges. All new cereals will also include milk for added convenience; however, Robinsons say they will still produce a milk-free baby rice for mothers with lactose-intolerant babies, on request.

The infant meals range will also be repositioned to cater for the current trend towards earlier introduction of solid food. Robinsons, rather like Milupa before them, will now be targeting mealtimes and introducing new meals to "reflect changing consumer taste".

The new range will be called

"baby meals" and includes traditional recipes preferred by mums for the main meal of the day, say Robinsons, who will also be launching a new segment called "tea-time treats", of lighter non-meat meals. Two further varieties — spaghetti bolognese and spring vegetable — will be added to the junior range.

The move by Robinsons comes at a time when they have slipped a little way behind Milupa in the dry sector to hold a 32 per cent share, with a 16 per cent share of the total market (value).

Robinsons say that chemists gradually lose out to supermarkets as their new mother customers become more confident with their baby. "If chemists are to capture their customers' loyalty, then they must stock a greater variety, not just of weaning and infant foods, but also of junior meals," the company says.

To support their relaunch, Robinsons will be introducing new pack design across the range, featuring Spikey the hedgehog more prominently. "Spikey has gained a very high profile from our TV advertising," says senior product manager Deborah Wilson. "Mothers have asked us to give him more exposure at point of sale."

Marketing plans for the rest of 1988 include TV and print

advertising plus extensive sampling to mothers via clinics, the Bounty Post Natal Bag and Weaning Box, and the mother and baby Press. And Spikey will be out on the public relations front building brand awareness.

Heinz on target with pharmacy

Heinz say that their increasing representations to the pharmacy trade over the last 18 months are beginning to bear fruit, with an increasing 37 per cent share in pharmacies which account for 54 per cent of all baby meal sales by volume.

As reasons for their success, Heinz point to their 90-varieties in both cans and jars, colour-coded by age range to help mothers choose.

Activity this year included the launch in July of a further range of six junior savoury specials for older babies, together with the large 163g junior jar of six of the most popular pink label (seven to 15 months) varieties. Both are being backed by advertising, say



Spikey moves more to centre stage as Robinsons relaunch, reposition and target meal-times



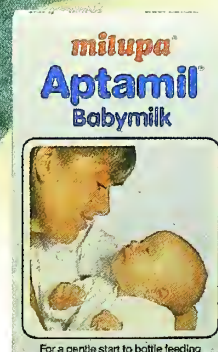
Three good reasons for

**Breast milk**

The very best start for baby. Easily digested and full of nutrition and natural protective properties.

Aptamil.[®]

A well-digested babymilk for the baby bottle-fed from birth, or moving on from breast milk.



Little Experts to smile.

Breast milk is the very best start for a baby.

Unfortunately you can't stock breast milk, but you can stock the very acceptable alternative – Milupa Babymilks, Aptamil and Milumil. More and more hospitals and clinics are using Milupa Babymilks than ever

before. So grow your business with our Little Experts and stay with Milupa for the

comprehensive range of babymilks, babyfoods, rusks and drinks.

Your profits will give you plenty to smile about too!

IMPORTANT: Breast milk is the best milk for a baby. A doctor, midwife, nurse or health visitor should be consulted for any advice needed. If a babymilk is used it is important for the baby's health that all preparation instructions are followed carefully.

milupa®

Milupa babymilks. Well digested and well accepted.



Milumil.®

A well-accepted babymilk with higher levels of protein and carbohydrate. For continued nourishment throughout the first year.

Heinz.

Heinz say they have been marketing jars alongside cans for 25 years and although jars have been growing in significance, cans remain an important packaging format, accounting for nearly half of all wet baby meals sold. The company says that their research shows that mothers like to buy a combination to take advantage of the range of varieties. "Retailers may find it a headache deciding

what ranges to stock and how much space to allocate, but remember that mothers have to make daily decisions about choosing a varied and balanced diet for their babies."

For 1988, Heinz say they are running their strongest ever marketing support programme with a record £3m spend. Some £2m is going on the TV, radio and Press campaign on the theme "Once upon a Heinz".

S BR STEAK DINNER JAR	S BEEF BROTH VEG JAR	S BR CHICK VEG JAR	SS MAC CHSE JAR	SS VEG BACON JAR	SS BEANS BACON JAR	J BEEF BROTH VEG JAR	J CHICK CASS VEG JAR	J STEAK KIDNEY LUNCH JAR
Y DES MUESLI JAR	Y DES APPROOT JAR	Y DES BANANA JAR	FJD PEAR CHRY JAR	FJD APL BANAN JAR	EGG CUST DES JAR	J CHICK HAM DNR JAR	J LAMB STOCKPOT VEG JAR	J FH STEAK DINNER JAR
SS SPAG BOL CAN	SS CAUL CHSE CAN	SS MAC CHSE CAN	SS BEANS BACON CAN	J SS CHICK S CORN CAN	J SS BANG HOPS BANG CAN	J SS CH PASTA TOM CAN	J SS CH BAC EG CAN	PF APL ORANGE CAN
S GL CHICK DNR CAN	S TURKEY DINNER CAN	S BR LAMB DNR CAN	S LAMB CASSER CAN	J CHICK SUPRM DNR CAN	J FH PORK DNR CAN	J STEAK HOTPOT CAN	J CHICK HAM DNR CAN	PF MIXED FRUIT CAN
S BR STEAK KID DNR CAN	S TURKEY CASSER CAN	S CHICK CASSER CAN	S LAMB CASSER CAN	J BEEF HOTPOT CAN	J LAMB VEG DNR CAN	J LAMB CASS CAN	J STEAK KIDNEY DNR CAN	PF APL BANANA CAN
S CHW RICE PUDDING CAN	S CHOCOLATE PUDDING CAN	S EGG CUSTARD RICE CAN	S BANANA DES CAN	J BAN RICE RHP DESS CAN	J APRICOT RICE CAN	J OR RICE PUDDING CAN	J EGG CUSTARD TAPL CAN	PF APL PEAR CAN

Heinz show layout of their products for a six-shelf one metre run — 54 varieties in all and balanced by meal segment

Cow & Gate consolidate

Cow & Gate have had a year of consolidation in the market place, with steady growth for most brands.

But if consolidation was their aim, they have been successful. The company now claims number one position in the total baby food market with sales at rrp of £49m as against its nearest competitor Wyeth, which it says has rrp sales of £30m, out of a total market of £162m.

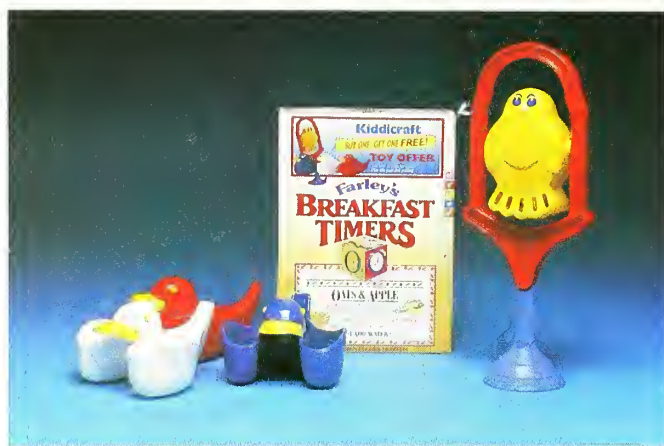
Baby meals have proved a particularly buoyant sector. For the second consecutive year jars consolidated their dominance over tins say Cow & Gate, who now claim a total market share for jars of 24 per cent and a sterling share of 19 per cent in the wet sector.

A move into larger sizes has borne fruit as it has satisfied both

the baby's appetite and the mother's mealtime aspirations, say Cow & Gate. They also feel that the introduction of 150g yoghurt desserts and other baby meal varieties backed by television and Press advertising have given them a boost.

Rusks has revived say Cow & Gate, mainly due to the performance of their Liga low sugar product which ended 1987 with 24 per cent of the rusk market. And finally, baby drinks in a good showing, by gaining 20 per cent in the last year.

All very encouraging stuff, especially as the big boys of the babyfood sector have just invested £10m in a new factory in Wells in Somerset. Will this mean new products on the 1989 agenda? We'll just have to wait and see....



Kiddicraft toys on offer with Breakfast Timers

New packs, new products from Farley's

Following on from the repackaging of the Farley's rusks and cereals to include an updated graphic and colour-coded nutritional panels early on in the year, Farley's have launched a new sunshine wheat variant in the Breakfast Timers range, and introduced banana rusks.

Sales of Breakfast Timers are "building" in the £8m cereals market, says group product manager Stephen Martin. "A key point for stockists is that our trade research shows that when all three variants are stocked, the rate of sale of the range improves by 50 per cent."

Promotional support in 1988 includes a year-long £2m television and Press campaign. Up to the end of the year, Farley are investing a further £1.5m in two on-pack promotions.

In the first one running now, Farley's Rusks feature a £1m cross-pack promotion in conjunction with Baby Ribena juice drinks. Consumers buying a 9-pack of rusks get 10p off Baby Ribena; when they buy an 18-pack, the voucher is 20p off. Consumers buying Ribena drinks in return get 10p off Farley's Rusks vouchers. A consumer Press advertisement supports the promotion.

This month, in the lead up to Christmas, Farley's are launching a £500,000 on-pack promotion offering consumers buying Breakfast Timers the chance to buy one Kiddicraft toy and get another of the same value (£3.75) free, for just two proofs of purchase. The two toys consumers will receive are a spinning bird and bath ducks.

Bebelac range extensions in the pipeline

Bebelac (UK) are relative newcomers to the dry food sector, but they are about to embark on a new advertising campaign and are ready to unveil a number of new products.

The company says that their six-month "Bebelac experience" advertising campaign was a success judging from the requests for samples and literature. A new campaign "The world of Bebelac" begins next month through baby care magazines.

Bebelac plan to distribute 160,000 free samples of their gluten-free Meli Crem in a forthcoming issue of *Mother & Baby*, and will be offering free samples to consumers returning coupons in the same magazine. A

competition in the Winter issue of the *Baby Magazine* will offer 300 packs of Bebelac food as prizes.

Other activity includes taking a stand at next month's Health Visitors' Association annual conference and the company is also involved in other one-day events and regional exhibitions.

Meanwhile, managing director George Konteas says his professionally qualified sales team is visiting health centres and clinics to inform mums of the availability of the products. Bebecalm, a herbal drink, and a new line of rice flour are in the process of being launched. And a Winter Savoury Garden vegetable range will hit the market in the near future.

A WATERTIGHT DEMONSTRATION OF UNICHEM ULTRA ABSORBENT NAPPIES.



James here has deposited a litre of water into a new UniChem ultra absorbent nappy. The nappy has stood up to the test. Perfectly.

If our nappies can soak up this type of punishment, anything a small infant can throw at them will be a doddle.

Like every item in the UniChem baby products range, they're strong on value.

This includes everything from all-in-ones to baby shampoo, baby wipes, powder and creams.

Like James here, once you get familiar with UniChem, it's not easy to forget.


UniChem

CARE A LITTLE MORE.
COST A LITTLE LESS.



Car draw to push Milupa this Winter

Milupa are offering three Volkswagen Golf CL's as first prizes in a free draw competition which runs over the Winter and through until the end of April next year.

Entrants simply write their name and address on the back of any Milupa pack front (or a piece of paper) and sent it to the address given on special Milupa car promotion packs. Some 2,000 £1 Milupa vouchers will be given away to the runners-up.

Support for the promotion, for which Milupa expect to get their biggest ever consumer response, includes special Press advertising, local displays and point of sale material.

The company says the promotion is particularly important for pharmacists in view of its share of the babyfood market through pharmacy.

Milupa claim brand leadership by value in pharmacies, and a dominant 69 per cent share of the growing dry sector. Milupa say that in value terms in pharmacies the dry sector now accounts for 48 per cent of sales. To maximise sales, Milupa say pharmacies should stock at least the core range in each mealtime segment.

Milupa's dominance of the baby breakfast segment — the company claims 50 per cent of the £9m market, has been enhanced by the launch of 300g packs of its three most popular varieties — 7 cereal, sunshine orange and oat cereal with apple.

New baby breakfast advertising began in August and four million coupons will be distributed to encourage trial.



New Nursery nipple cream is lanolin-free

Still growing ten years on

Lewis Woolf Griptight's blue packaging with the Nursery bricks logo is ten years old this year. Four new products were added recently, as the company moves to keep pace with the increased demands from today's parents. But Lewis Woolf are no strangers to the changing fads and fashions. Their 103-year history itself pays testimony to a century of baby feeding.

Manufacturers are agreed; the newborn baby is a very important customer for the community pharmacist. Lewis Woolf Griptight's Nursery range covers a baby's need for the first year of its life. So it's not surprising that 70 per cent of LWG's business goes through the chemist market.

Says LWG's sales and marketing director, Mike Jackson: "Chemists have the advantage that, more often than not, mothers will go to them for their first baby product purchases. They feel reassured of the safety of products they buy there."

The Nursery range is a steadily expanding one though it is dominated by the bottles, teats and soothers products which, in differing forms, have been on Lewis Woolf price lists since the eponymous Mr Woolf first founded a sundries business in Birmingham in 1885. Loofahs and sponges were among the first products packed by Lewis Woolf for sales mainly in the UK. Bottle teats and soothers were imported from Germany.

LWG now claim to be the largest manufacturers of teats in the world, but manufacturing history is rather shorter than the company's. Solution rubber teats made their first appearance in 1936. The brand name Griptight, created for the soother range with a symbol of Hercules attempting to pull a soother out of a lion's mouth, was by then well established, though it was not incorporated into the company

title until 1960.

During the war, Lewis Woolf Ltd became the sole producers of teats to the Government, and immediately afterwards launched a Pyrex glass wide-necked feeding bottle to replace the boat shaped bottle they had been making since the '20s.

The late '40s saw the introduction of latex teats, and in 1960 the first 4oz polythene wide-neck bottle was introduced — the first injection moulded bottle in Western Europe.

Polycarbonate, the current raw material for bottles made its first appearance in 1962, and the company claims the first sterilised teat unit in Britain in 1969, a development which hastened the end of hospital milk kitchens. In between times, LWG even found time to introduce the first Swedish-style disposable nappy into Britain, in 1966.

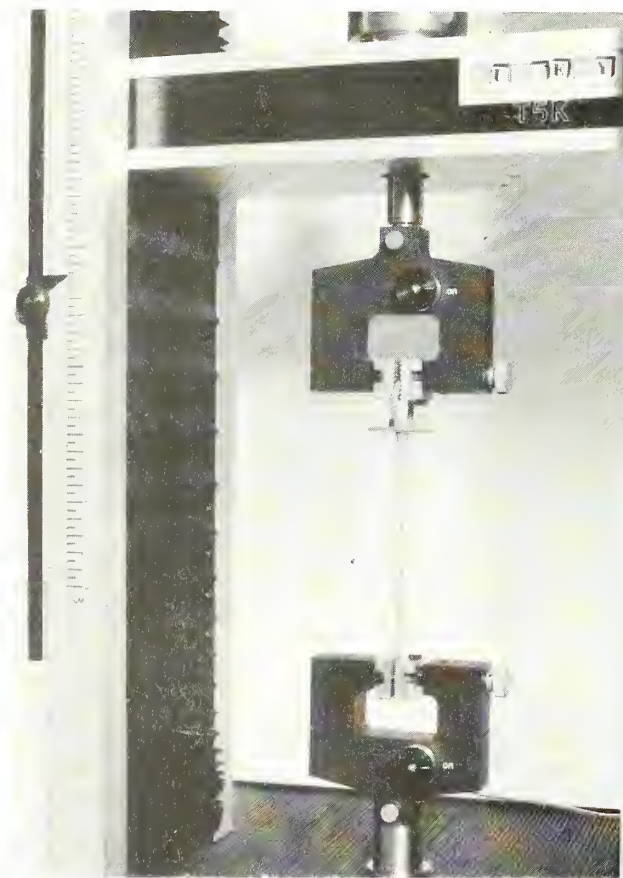
Today, the company remains a private concern, with the shareholding remaining entirely

within the family. Rubber products and disposables are manufactured in Pershore, Worcestershire and plastics in Colne, Lancashire. A Malaysian factory serves the Far East and an American subsidiary operates out of New Jersey. Exports reach 100 countries worldwide.

Today's polycarbonate bottles roll off the injection moulding machines at the Colne factory 24 hours a day, six days a week; up to 100,000 bottles a week. Latex teats made in Pershore arrive by lorry, ready for assembly of the complete bottle packs. Silicone teats, still growing in the market, are produced in Colne.

Teats for soothers arrive too, and machines put together plastic and latex. A highly successful operation this, for Lewis Woolf claim the largest share of the UK soother market, taking own brand as well as Nursery products into account.

Soothe testing is carried out on site. Soothers undergo tests on



A Nursery soother undergoes the tensile strength test. Lewis Woolf say all soothers will withstand at least twice the British Standard 90N

bite resistance, compression resistance, impact, chemical and heat sterilisation resistance and hinge flexing. And a tensile strength machine checks the company's claim that all its soothers will withstand at least twice the new British Standard requirement of 90N.

A deluxe bottle brush (around £0.99), petroleum jelly (200g around £0.75), lanolin-free nipple cream (25g around £0.95) and a duck shaped cooling teether manufactured to BS5665 (around £1.25) were launched last month. More new products are in the pipeline, for which the key word is "convenient".

Hard on the heels of disposable bibs, launched in the Spring, will shortly come sterilised teat units. Packs will contain six sterilised teats, all individually sealed with screw caps to allow no-touch attachment to the bottle.

Mike Jackson says the teat is designed to provide convenience for mothers — particularly when

away from home. "We have been supplying sterilised teats to hospitals for many years and this retail pack is the result of continued demand from mothers who have been unable to purchase it from chemists." Also in the pipeline are a new range of soothers, which LWG says will conform to the new British Standard 5239.

Despite shifts towards own brand, Mr Jackson is confident for the future of Nursery. The baby market is a little different from the mass commodity market, he suggests.

"In many areas, own brand can be a profitable decision. But the baby care market is one where safety is all important and parents often look to brand name for reassurance.

"Chemists should think very carefully before going totally own brand for any product aimed at newborn or young babies — especially as mothers may turn to the chemist precisely for this reassurance," he says.



New panda graphics for Tommee Tippee "designer" bottles and bibs

Says marketing director Richard Bowen: "Around one in six of the calls our switchboard is receiving at the moment is from consumers wanting to try Throwaways. We're currently booking orders at over 80,000 feeds a week."

Travelling, holidays, picnics, eating out or visiting friends are expected to be the key times for Throwaway usage, but, in today's throwaway society, where the disposable nappy now holds sway over traditional terry, it is anybody's guess as to the eventual size of the disposable bottle sector.

Each hygienically sealed pack contains a lightweight, pre-sterilised bottle bag, teat and protective cap. The disposable bottle screws into the reusable graduated holder, the feed is poured in and the sterile latex teat clipped on — a feat which can be accomplished without touching the teat — and the bottle is ready for use. Teat units can be purchased separately.

The repackaging of Tommee Tippee into the new panda packaging design is now complete giving benefits in display terms. The company can provide a suggested shelf usage planogram and has a range of branded display systems starting at 24in wide

available to pharmacies.

Jackel have also used promotional deals to good effect over the past year; an exclusive offer to chemists currently offers £30-worth of latex products free with Tommee Tippee activity toys, equivalent to a 20 per cent discount on the recommended retail price. The company is also running its Christmas tree display stand offer again this year. Retailers taking a £150 package of toys get a 10 per cent discount and free stand.

This month will also see the launch of the Pur Drinking Cup System (£4.99), designed to help a baby's drinking develop in three stages. A transparent polycarbonate cup comes supplied with four lids. The first stage consists of a twist-on teat lid with Pur medium flow silicone teat, holder and transparent cover; stage two is the "trainer lid", with a specially designed spout allowing a controlled amount of liquid to flow. The third stage is a "dribble lid" to introduce the idea of normal drinking. And a twist-on travel lid will prevent spillage during transport.

Two more designer bottles, featuring pandas in either a snow scene or with kites, and a new range of toys, many at £0.90, will also be in-store soon.

Innovation and packaging progress from Jackel

Those little pandas seem to be doing the job for Jackel. The company claims that sales of Tommee Tippee feedtime products and toys are up over 50 per cent on last year, while those of Pur bottles, teats and soothers have enjoyed "a significant increase", with some lines up 25 per cent. Jackel estimate that

pharmacies account for two-thirds of the sales increases.

The big launch of the year has been Throwaways disposable bottles in August. Demand, the company says, has been "overwhelming". Some 600,000 disposable feeds are said to have been shipped, with at least half going through pharmacy.



Throwaways disposable bottles — perfect for picnics

NUK aims at recommenders

MAPA, the German manufacturers of the Nuk range of orthodontic teats, soothers and other baby products, plan increased support for the brand including an extensive detailing programme, in-store promotional activity and a strong public relations campaign aimed at professional recommenders and the mother and baby Press.

The programme involves a

team of health visitors covering 2,000 health centres distributing leaflets and giving a video presentation.

Pharmacists can contact Nuk distributors Countercall for a free sampling of leaflets and a dispenser. As an on-going promotion, Nuk are offering a free night-time "glow in the dark" soother in return for a proof of purchase from special Nuk packs.

Johnson and Johnson — the key to better service

Johnson and Johnson recognise that the independent chemist is vital to their business and are aiming to strengthen their relationship by offering support to this market sector.

Roger Durie, manager of the independent pharmacy trade at Johnson and Johnson believes that the company's commitment to new product development, product support and customer relations are the key to future success for the company and the chemist trade. "The market is driven by changes in consumer demand, packaging and new technology. We aim to stay at the forefront of all these developments, providing new and improved products to meet customer needs and give the chemist new opportunities for profit growth."

New products grow sales

Johnson and Johnson are renowned for their classic brands like talc, baby lotion and baby bath which have helped to build the company's total brand leadership. As well as maintaining these leading brands, the company is also heavily committed to continuous new product development.

Johnson & Johnson's brand leadership has always been built on the highest standards of product purity, mildness and gentleness; all Johnson and Johnson products are hypoallergenic, and have been since their introduction 65 years ago. All new products are developed to the same high standards, and the product range is growing.

1988 has shown the Johnson and Johnson commitment to new product development with launches of two new products, baby oil mousse and new white lotion.

Baby oil mousse is one of the success stories of the year; within three months of launch it achieved a 90 per cent listing in all chemist outlets called on by the salesforce. This success is due to its innovative design, its dual usage for adults and babies, and its key targeting into the growing moisturising sector of the skin care market. Sales to date confirm that customers also like the product.

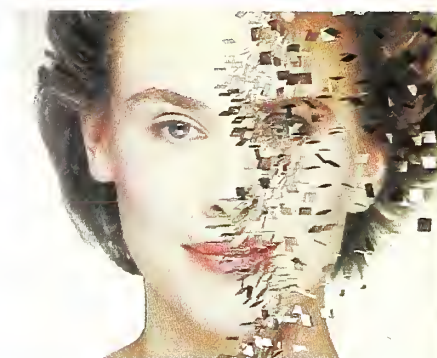
Another new product developed and launched in the UK this year is Johnson's new white lotion. Consumer research indicated the need for a low fragrance variant of the well



Baby oil mousse — the company's success of the year

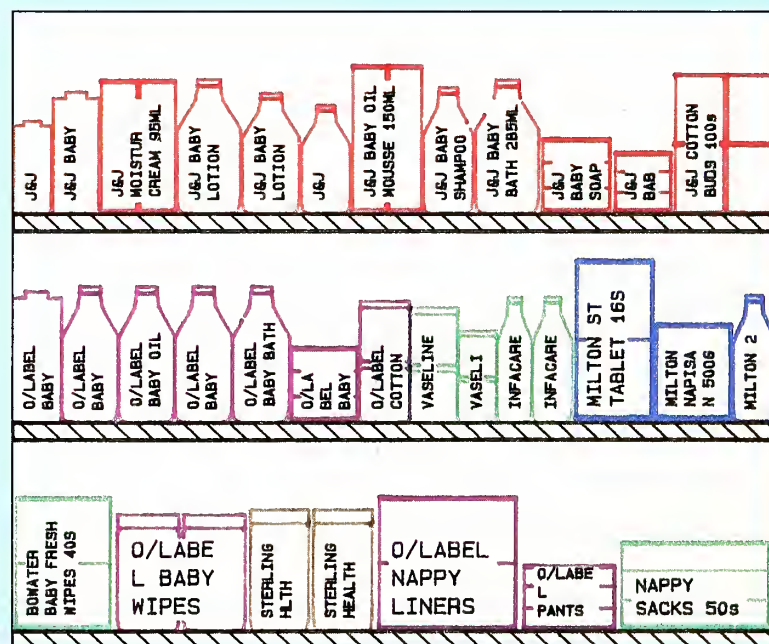


New variant from Johnson and Johnson — white baby lotion



Above: part of a sequence of frames from an innovative Johnson & Johnson television advertisement

Below: the company planogram for a one metre shelf run





The Johnson and Johnson range of hypoallergenic products — a claim the company has been able to make for its 65-year life



known pink Johnson's baby lotion, aimed at the 18-24 age group as well as for baby usage. New white lotion has already proved very popular with consumers and has gained high awareness from the special advertising it shares with the regular Johnson's pink lotion, thereby creating additional customer demand for the chemist.

Johnson and Johnson's commitment to new product development is a hallmark of their continuing success. Marketing manager Gary Bembridge says: "With more new products to come, 1989 will see Johnson & Johnson increasing consumer choice, and potential profits for the chemist, in this important trading sector."

Advertising support

As the major company in the baby toiletries market, Johnson and Johnson are keenly aware that their advertising supports the whole sector. They demonstrate their commitment by spending a total of £5.5m on television, Press and other promotional support this year.

A new era of interactive advertising has begun with innovative press advertisements for Johnson's baby bath, Johnson's pink and white lotion and Johnson's baby powder. Research has shown that this successful advertising has created greater consumer awareness of the baby toiletries available and is creating continued customer demand for the chemist.



Making the best of your baby care section

Most chemists have only limited space to display their products and Johnson & Johnson realise that it is important to make the best of that space. The baby section can be an important first stop for customers with high potential for other purchases in the shop. A good display of baby toiletries, especially when competitively priced, can encourage mothers to buy other products on impulse.

Premium priced, quality products like the Johnson's range give the greatest potential for cash profit and, when stocked alongside an own label product range, ensure that all customers will have a choice.

Opposite is the Johnson's planogram showing the ideal layout of a small baby section, giving maximum benefit from the space available and the best display of all the most frequently purchased baby toiletries.

The change in buying patterns in recent years has made it all the more important for the chemist to provide a full range of products competitively priced to attract and encourage loyalty in his customer base. Roger Durie says: "We have developed a support package aimed specially at independent chemists, offering trading packages, rapid delivery, product support and staff training. We are committed to helping our customers."

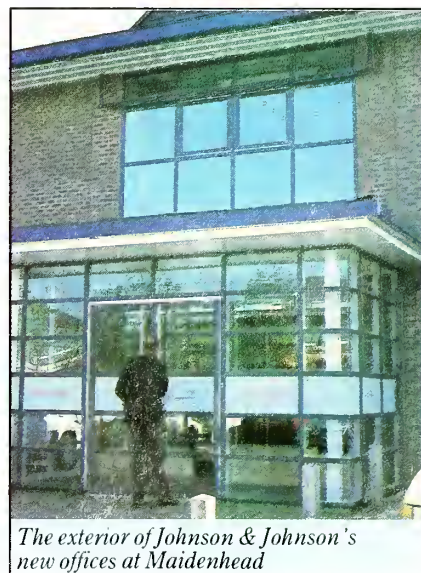
The Johnson & Johnson salesforce can offer very competitive trading packages to all chemists they visit. By using transfer orders, which are then placed with the major pharmaceutical wholesalers like Vestric and Unichem overnight using the latest micro terminal technology, we ensure that the chemist receives his orders without delay.

As the market leader Johnson and Johnson recognise the importance of training for pharmacy assistants, particularly after the recent campaign encouraging people to seek advice from their local chemist before visiting the GP for minor ailments.

Training requires investment by independent chemists to ensure that their staff are fully trained. Johnson and Johnson have helped their customers by providing training sessions aiming to make staff more knowledgeable about baby care products and their uses.

And every assistance is given to the independent chemist in his dealings with the company by a team of high quality and experienced support personnel at the Johnson and Johnson head offices. This includes the Trade Marketing Department who have specific responsibility for the independent chemist trade; Customer Services who are able to answer queries about day to day problems and the Marketing Department who provide targetted marketing support for the chemist.

After a recent move to their new offices in Maidenhead, Johnson and Johnson now have the systems, personnel and commitment to provide an excellent service to the independent chemist. To work in partnership with the growing strength of the company and its brand leaders can only be of benefit to the retailer. You can reach us at Johnson & Johnson on telephone: 0628 822222.



The exterior of Johnson & Johnson's new offices at Maidenhead

Maws breast feeding range gets a new look

Maws are repackaging their breast feeding range this Autumn with subtle blue and pink shading with soft focus pictures of a mother and baby.

The change follows the repackaging of the bottle feeding range last year — sales are up 30 per cent over last year, the company says — and the revamp of Maws' top-selling training range this Summer.

Product manager Alyson Gilbert-Smith says the development "completes the updating of our entire range of products which offer the consumer a comprehensive feeding system for children from day one to well beyond toddlerhood."

The new packaging will appear on all five products in the breast feeding range — breast pump, breast pads, breast shells, nipple shields and nipple cream.

The repackaged training range now appears in pastel shades in boxes depicting airbrushed illustrations of the product. A mouse character "Max" now appears on the cartons, along with clear age brackets for easy use



Breast feeding range completes Maws repackaging programme

identification by consumers.

The Maws feeding range is being supported with a £500,000 Press advertising campaign which

broke in June and which will run until the end of the year. Full colour double page spread advertisements in the mother and

baby Press feature individually the sterilising, bottles and teats, feeding equipment and breast feeding themes.

Italian link for Addis

Addis have linked up with Chicco, Italy's largest babyware manufacturer, to distribute their feeding and hygiene range and small toy products. Says Kate Swann, Chicco brand manager for Addis. "The Chicco range offers superb design with the assurance of quality as well as infinite practicality."

Some 24 million Chicco products are produced every year by the Artsana company, based in Casnate in the north of Italy. In their home country, Chicco

products command an 80 per cent share, and are brand leaders in a number of other European markets.

All this has been achieved by a company which is keen to show its advanced technological approach — blow and injection moulding machines at Artsana's Kinderbaby factory in Varese change their own moulds by computer programming and can even cope, totally automatically, with two colour moulding.

Addis are distributing latex and silicone teats, bottles, feeding sets, bibs and accessories. Small toy products include rattles, teething rings and small squeaky toys. All products conform to British Standards, say Addis.



Chicco feeding range exhibits Italian style

Wholesale changes good news for Cannon

Cannon babysafe, who disbanded their sales team earlier this year in favour of a wholesaler distribution system, say their decision has proved correct for themselves and for their pharmacist customers.

"Sales to independent chemists through selected wholesalers are running at record levels, up 20 per cent since the operation was implemented," says marketing director Stephen Wooller. "Our chemists have also expressed how well the system is working with new products being filtered through quickly and efficiently."

Cannon's pack redesign on babysafe using bright primary coloured toys and graphics has spread through the range, as has the move for more blister-packaging, giving clear product visibility.

Designer feeding bottles are among the newest additions to the babysafe range. Preliminary designs feature pastel and primary-coloured nursery and animal graphics; a constant stream of new patterns, including frogs, clouds and teddy bears is promised. Cannon see such items

as fashion or gift ideas aimed particularly at the Christmas market.

Cannon have not forgotten their "revolutionary by design" Avent range either. A new "slightly sophisticated" look comes from watercolour true-to-life illustrations on the boxes.

The company have relaunched the Avent breast pump, with a new improved form said to be easier for mothers to assemble and get better results, and incorporating modifications arising out of comments from mothers about the mark one version. The mark two version is packaged in the new Avent graphics; new Avent breast pump membranes for greater comfort were launched a couple of weeks ago too.

Both Avent and babysafe are set to benefit from a late-1988 advertising campaign in the major mother and baby publications. But, says Mr Wooller, in the light of DHSS reaction on the WHO code restricting the advertising of bottles and teats: "We now see pharmacists as playing an increasing role in advising mothers on choosing their feeding products."



**HERE'S A STORY
MUMS WILL
BE GLAD TO
HEAR!**

So many Mums feel unsure of themselves when the all-important weaning time arrives.

So often, they come to you for help. When they do, tell them about Robinsons.

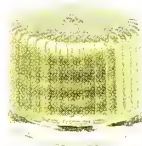
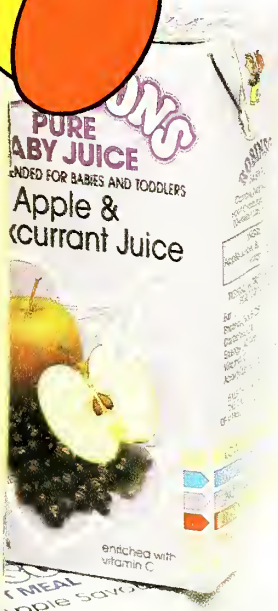
You can be confident you are giving sound advice because Robinsons have an enviable reputation for quality and experience in infant nutrition.

Mums will be pleased that Robinsons total range makes the problems of Baby's diet so very much simpler.

ROBINSONS BABY FOODS · Provide a complete, tasty menu of breakfasts, tea-time treats, dinners and desserts right through the weaning period · Each individual menu is nutritionally balanced and free from artificial flavours, colours or preservatives · Mums can mix as much as Baby needs and safely save the rest.

ROBINSONS BABY JUICES · With all the fruit, the varieties have been specially chosen for low acidity to prevent tummy upsets · No artificial ingredients or added sugar. Rich in Vitamin C · Ready to drink and give almost twice as much as ordinary glass bottles.

ROBINSONS C·BERRY · Concentrated Baby Juice... just right for big or little drinks · Unique Grape and Berry varieties, totally free from added sugar.



GLUTEN FREE
NO ADDED SALT
NO ADDED SUGAR
MILK FREE
NO ADDED PRESERVATIVES
NO ARTIFICIAL COLOURS OR FLAVOURS

All Robinsons Foods and Juices have this at-a-glance healthy eating guide

That's the story you can tell your customers; and be confident they'll buy Robinsons happily ever after!



"And I'll be telling mums on TV and in specialist Mum and Baby Press!"

ROBINSON'S
ALL MUMS NEED
TO KNOW ABOUT BABY FOOD
AND BABY JUICES!

THE SYMBOL OF SERVICE TO THE CHEMIST countercoil
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STATISTICS

In this second Babycare supplement of 1988, Nielsen Marketing Research take a special look at baby wipes, chart business growth, and update their table showing average sales per month in multiples and independents, allowing you to compare your sales performance.

Does it add up for you?

Figure 1. — Market Performance
MOIST BABY WIPES

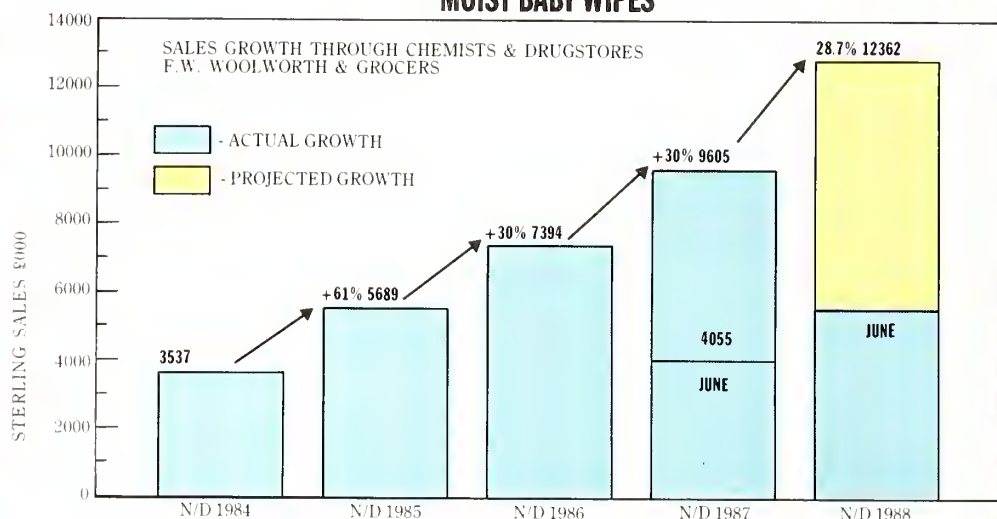


Table 1. Value of Baby Business to Chemists
Sterling sales year to June 88 (£000)

	Total Chemists and Drugstores	Independent Pharmacies	Multiple Pharmacies
Baby Milks	21097.0	12108.0	3949.8
Disposable Baby Napkins	49579.1	21379.9	8781.3
Moist Baby Wipes	4234.2	1884.6	719.3
Teething Preps	4356.5	3259.0	762.0
Baby Foods	20284.7	11525.5	4214.9
Baby Rusks	1940.9	1103.1	381.4

SOURCE: NIELSEN MARKETING RESEARCH

Table 2. Value of Baby Business to Chemists
Average sales per store per month (£)

	Multiple Pharmacies	Independent Pharmacies
Disposable Nappies	462.67	218.57
Infant Milks	214.20	134.52
Wet Baby Foods	135.50	68.00
Dry Baby Foods	69.30	36.75
Infant Drinks	53.69	29.22
Teething Preparations	43.14	36.83
Nappy Rash Creams	39.72	26.81
Cereals	37.86	20.59
Moist Baby Wipes	36.89	20.21
Rusks	20.08	11.42
Baby Bath Additives	12.61	6.12

MAY/JUNE AUDIT

SOURCE: NIELSEN MARKETING RESEARCH



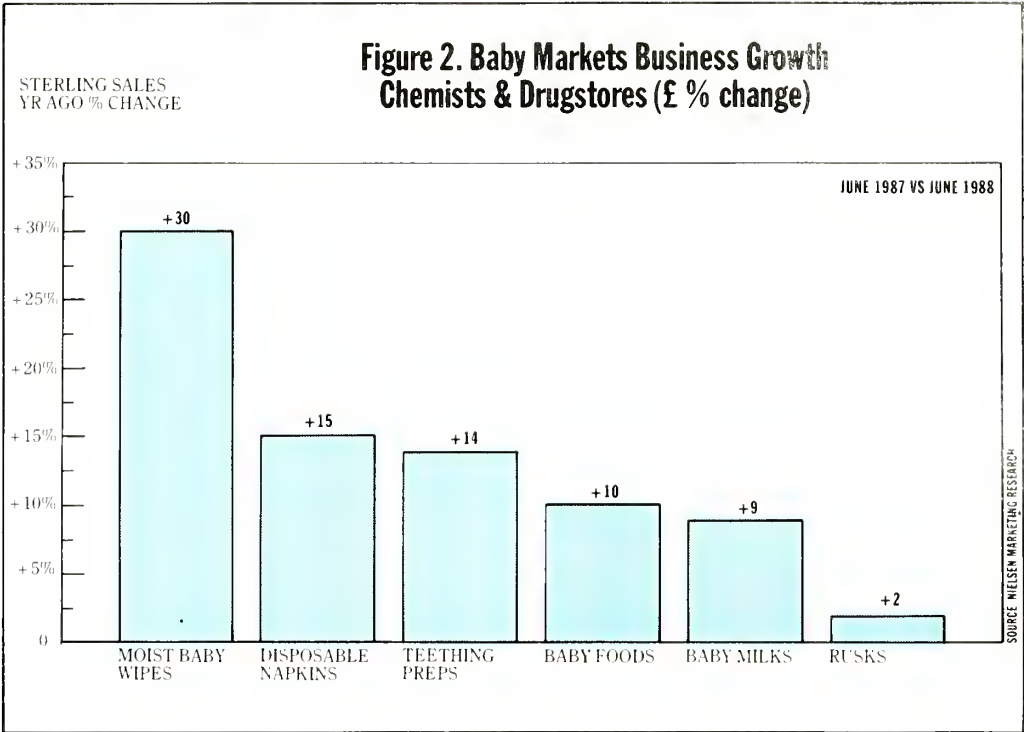
The growth of the babywipes business (see special feature on p14) is amply demonstrated by Nielsen's figures covering the last five years. Year on year increases of 61 per cent, 30 per cent and 30 per cent are followed with a projected increase for 1988 over 1987 of 28.7 per cent, based on data to June (figure 1).

Looking at figure 2, this 30 per cent sterling growth in the year to June proves that the wipes business outstrips all the other sectors in terms of business development in chemists and drugstores, though disposable nappies, teething preparations and baby foods are all showing double figure increases, with milks on 9 per cent.

But these figures for growth have to be weighed against the actual sales figures (table 3) which reveal that growth in babywipes comes off a much smaller base than some of the other sectors. Independent pharmacies account for £21m-plus nappy sales out of total chemist and drugstore sales of £49m-plus, £12m baby milks sales out of £21m in the sector, and £11.5m sales of babyfoods out of £20m-plus in the sector.

As is to be expected, the independent and multiple chemist sales of teething preparations account for most sector sales.

Table 4 translates these



figures into average sales per store (based on May/June audit data, all Nielsen statistics exclude Boots). To reach the average, an independent pharmacy should be selling £134.52 worth of baby milk per month, and this in a market they dominate with a 68 per cent

share of supplies outside clinics in 1987.

On the food side, independents are averaging £68 per month on wet baby foods, £36.75 a month on dry baby foods, which Nielsen separate from cereals, where the average is

£20.59 (a total of £57.36 for dry foods/cereals).

These figures are of the same order as those for teething preparations, average £36.83 per month in independents, and nappy rash creams, on £26.81 per month.

**NO MORE PAIN
NO MORE TEARS**



Medised soothes away the pain of toothache, headache, sore throat, feverish colds or flu and reduces a high temperature. Only Medised has the gentle effective combination of paracetamol plus promethazine. Pleasant blackcurrant flavoured suspension, suitable for babies and children from 3 months to 12 years old.

Medised
soothing pain relief

panpharma

Medised
Soothing pain relief

Gently reduces temperature; relieves toothache, headache, sore throat, feverish colds & flu.



FOR CHILDREN 3 MONTHS-12 YEARS

CLOTHES

Filling an obvious gap

Where do mums buy clothes for babies now that the haberdashery has all but disappeared from British high streets? Specialist retailers, like Mothercare and their independent cousins, and of course Boots, have large shares of the baby clothes market, but Dunbee Consumer Products, distributors of Benjywear, say pants, sleep suits, all-in-one playsuits, mittens, playshoes and so on could be the niche market you have been looking for.

The first time Dunbee Consumer Products advertised their products to chemists, recalls director Geoffrey Wood, the response was such that they found their service a little lacking. "The response was unbelievable — we have found an obvious gap almost unwittingly," he says.

"With hindsight what had happened over the years was that the traditional places for buying baby accessories — the haberdashery — no longer exists. And mothers were turning to their chemist for these products as they are almost a natural extension to nappies, food, creams and so on."

Mr Wood says Dunbee had a response of 15 per cent — 3 per cent is an average response — to that circular, sent out less than ten years ago to 9,500 pharmacies, and it caused the company to re-examine its sales strategy.

"At the time we had commercial travellers as representatives," he says. "They went into wholesalers to take case loads of bibs and pants."

"There we were with thousands of replies to our advertisement, pharmacists wanting half a dozen bibs, half a dozen sets of pyjamas. Our problem was how to service those pharmacists. To say we went into retreat is wrong, but we had to do some very deep thinking."

Mr Wood admits that he was probably a little green in those early days, but Dunbee's route to the market was a curious one. It's

a long way from household gifts and placemats to baby pyjamas and playshoes. Of all things, PVC is the link.

Geoffrey Wood explains: "I joined Dunbee Consumer Products, a division of Dunbee who handle distribution of plastic sheeting, in 1978. At that time Consumer Products was an extension to the full-line PVC-type goods, but in the range were PVC baby pants."

"I started to examine that side of the market, selling the product at first to sundriesmen. We built it up, added in frilly baby pants and trainer pants (PVC with terry towelling liners) and the business began to grow quite substantially. Wholesalers began to ask for new products, like bibs, so we got them from the same sort of sources, Hong Kong and the Far East."

From there, Mr Wood says the next step for the fledgling baby goods distributor was to ask who was buying from the wholesalers. The answer to that question led to the mailing of that circular.

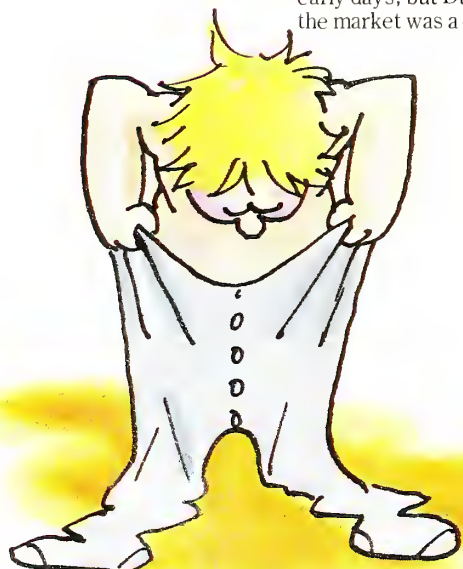
"We had added other basic

items — like the all-in-one suits, we call them 'wrigglers' — till eventually we had sufficient to make up a display stand. We purchased a list of addresses, addressed 9,500 envelopes and sent out 9,500 circulars and business reply cards together with a photograph of the display stand."

The result of all the heart-searching after the replies flooded in was a subdivision of the country into sales areas, each serviced by a "merchandiser".

Dunbee currently employ 13 girls, called merchandisers because that is their number one priority, Mr Wood says. "Unless these goods are seen and look crisp and attractive they are not going to sell. The girls call as often as necessary, but certainly every eight weeks; some shops like calls every four weeks, some even have weekly calls. We adapt to the retailer's needs."

Mr Wood says one advantage of the merchandising route is that it automatically involves a reorder, but it also keeps Dunbee in touch with their customers and



Merchandisers ensure Dunbee's stand looks 'crisp and attractive' with clothes in the right ratios for good sales



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disposable nappies*

*As a result of our absolute
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new products to the market-
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brands.*

*Stay **in front** with Celatose -
the name **behind** private label.*

**YOUR BRAND
- OUR TOTAL
COMMITMENT**

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allows new products to be properly introduced.

Dunbee now supply over 300 different products, including over 20 different types of bib — the latest plastic-backed terry singing bibs for Christmas, featuring decorative seasonal songs were launched last month. New ranges of older children's wear appear, like the Paris fashions, twice a year.

The company currently distributes to over 3,000 outlets, ranging from the single shop independent pharmacy through to large regional and national supermarket-style stores.

Products are designed and packaged to be sold from a self-service display stand and are marketed under a variety of names, including Benjy and Walt Disney.

Prices are important, Mr Wood says. "We do try to reach the right price points. If I am talking to a factory about pyjamas then I have to relate their price to me, to that which Mothercare, M&S and Boots are charging in the high street. If they are selling at £4.99 and I can only get it on the market at £5.99, I won't bother. If I can meet the Mothercare or Boots price or get lower, then we are talking. It's a competitive business. No-one is sitting on their margins."

Mr Wood believes pharmacists have little concept of the

price — or the cost — of the sort of products Dunbee are selling. "The price is the one thing they rely on us totally to make sure is right for the market. But they also expect 33 per cent profit on return — it's the only business I know where the retailer expects such a big margin. I am sure he doesn't know how good a price he is getting from us for our products."

Like many other markets, the pull of the chemist for young mums provides the opportunity for extra sales through Dunbee's blend of essential basic clothing with impulse purchase potential with, if the shop is big enough or the pharmacist wishes to offer an extra service, full ranges of clothing for the older infant and child.

Says Geoffrey Wood: "Young mums visit chemists more often than anyone else. Doctors prescribe vitamins throughout pregnancy, so she becomes aware of the goods being stocked. Baby is born and she is in the chemist again, and she continues to go into the chemist for the next 16 years."

Dunbee supply 20 basic items (plus toys 15-20 lines) and these are kept in stock in the right size ratios. "We recognise that the pharmacist is the busiest man in the health service. Providing we put in the right quantities with the right mix then, by and large, it works."



A selection from Dunbee's range

Welcome for tiny tots

Dunbee's latest range of products has been especially created for low birthweight babies. The Benjywear Welcome range is available in three sizes for babies weighing 3-5lb, 5-8lb and 8-12lb.

The company says the occurrence of low birthweight or premature babies is on the increase and all babies, particularly those of small proportions, are prone to losing body heat. "Yet up to now, purchasing clothes with the small baby in mind has been extremely difficult."

The Welcome range includes

one piece sleepers with anti-scratch mittens in cotton/nylon twisted terry (£2.99), overall white long sleeve tops in the same material (£4.99), long sleeve body suits in plain and printed terry (£2.50), one piece-sleepers with all-over print (£2.99), a two piece pram set in 100 per cent brush acrylic fleece (£4.99) and fleece hood and mittens (£2.99).

Much of the range is equipped with hoods for further heat conservation, and Dunbee say the clothes are designed not to harm the child's skin. A choice of four colours is available.

PRODUCTS

■ Cannon babysafe's new Safety Range comprises ten products designed to help prevent those "little accidents" which occur round the home. All are made from non-toxic materials and are blister-packed onto cards carrying the Euro slot. Full instructions are carried on the reverse.

Bumps in the bath can be averted using the Soft Spout (£3). Yellow ducks adorn the blow-up blue sleeve which fits over the mixer tap.

The Potty Lock (£4.50) is designed to stop toddler using the toilet basin as a play area. It folds away without removing it from the lid.

Four Cabinet and Drawer Latches help prevent toddlers' access to drawers and cupboards (£2.50), and the Refrigerator Lock (£2) does the same job for the fridge or freezer.

Transparent Corner Cushions (4 £2) protect toddlers from sharp edges on tables and cabinets, and do not ruin the look of the family furniture.

The Choke Tester (£2) is a safe means of checking whether small objects may cause a toddler to choke. If items fit inside, they are a risk, say Cannon.

The Hand Hold (£5) fits around mum's wrist and toddler's wrist ensuring he does not wander off. For travelling, the vinyl transparent Sunshade (£2.50) attaches to the car window to cut out sunlight.

Finally, Warning Plaques — "Baby on Board" or "Child on Board" — comprise a clear plastic square printed boldly in bright orange (£2.50 each).

A special introductory pack for pharmacies comprise four packs each of the two Warning Plaques, Corner Cushions, Latches and Refrigerator Locks and three Hand Holds, cost £35.38.



A range of safety items are new from Cannon babysafe

■ **Karvol** vapour rub will be backed by a new television ad as part of a £1m national campaign this winter. The product will be available in pre-packed display units pre-Christmas.

Crookes Healthcare claim brand leadership in the £3.5m "vapour-rub" market through chemists and drugstores, with a 36.1 per cent value share, ahead of Vicks Vaporub and Olbas Oil.

The company says the market is growing by 14 per cent by value year-on-year, and it claims Karvol is showing 21 per cent growth, with pharmacists stocking both 10s and 20s doubling the cash rate of sale.

■ **Junior Disprol** will be the feature of a trade promotion, television commercial and on-going ad campaign in *Mother & Baby* magazine this Autumn. Reckitt & Colman are backing the product on TV in Granada and Yorkshire regions with commercials which, like the Press campaign, are designed to emphasise the sugar free formula and "easy to measure" fluid consistency.

A money-off promotion to the trade is available now, and includes POS material making a family link between Junior Disprol and the adult product Disprol, say Reckitt & Colman.

■ **Junior Paraclear** from Nicholas Laboratories is being supported by a new £100,000 Press advertising campaign. The campaign, which is planned to run until June next year, features full colour pages with Posy Simmonds illustrations, and will run in the specialist mother and baby Press. The campaign reminds mothers of uses for Junior Paraclear, its strawberry taste and its use for children over three months.

■ **Surmanco's baby scissors** are now available to the chemist trade, skin-packed or blister-packed on full colour cards, to retail at around £1.29. The plastic-handled scissors — in pastel shades of pink, blue, white, green and orange — with rounded points and made from non-toxic materials, were introduced through the major baby care multiples at the beginning of the year, and are now being sold into chemists' sundriesmen.

The Sheffield-based company, who fought off competition from cheap imports in the '70s, claim that seven out of every ten mothers over the last 30 years have relied on their baby safety scissors, with 1988 sales expected to top half a million pairs.

Marketing controller Ken McCabe believes the scissors can be used as a low-cost promotional item in a market where impulse buying is prevalent, with the move to plastic handles following the trend in the scissors market.

■ **Sudocrem** baby T-shirts will be given out this Winter as part of the promotional campaign for the antiseptic cream. As well as offering free samples in the mother and baby Press, hundreds of baby T-shirts along with a pot of Sudocrem will be sent to the first readers to write in. Distributors Pharmax will also be sending out 1.3m Sudocrem pots through Bounty Bags.

The company claims a 54.6 per cent share of nappy rash cream market with sales up 33.8 per cent on last year, ahead of the 26 per cent market growth.

■ **Pharmax** are backing their Vasogen nappy rash treatment with sampling campaigns in the coming months. A 14g sample will be offered in mother and baby journals, and 30,000 free samples will be given out, probably through Bounty Bags.

■ **Afrazine Paediatric**, Kirby Warwick's nasal decongestant for children under five, will shortly benefit from new point of sale material being produced for the brand. The company, whose contract division claims to produce 70 per cent of the UK's cotton buds, are also promising to promote their own brand Buddies. The buds, which come in pink or blue (180 around £0.80), incorporate a bactericide and fungicide.

■ **The Dentinox range** of baby medicines, now four strong — colic drops, teething gel, fluoride toothpaste and cradle cap shampoo — continue to be advertised in the mother and baby Press. A merchandising stand for the range is available.

■ **Wright's Baby Softies** are currently being supported by a mother and baby Press advertising campaign, which runs until March, as part of a £2m promotion. This will also include a 30-second television advertising campaign on TV-am from January next year and a sampling programme this Autumn, say LRC.

LRC say that sales of the disposable bathtime sponges containing an all-over-cleanser and shampoo, launched earlier this year, have "more than fulfilled company expectations". Large display units and special pre-packs are available to emphasise the brand at point of sale.

■ **Snufflebabe**, from J. Pickles & Sons, will be boosted this Winter by the company's first ever colour Press campaign. The advertisements, which carry the catchline "The vapour rub that's as gentle as you are" will appear in mother and baby magazines and the young women's Press from October through to March, using half and quarter page sites.



Sick Children's Trust to benefit from Minadex sales

■ **Seven Seas** are aiming to collect £10,000 for the Sick Children's Trust via a promotion on Minadex tonic. Backed by a POS campaign the company is offering £0.10 for every pack top that is sent in. It will go towards the new charity — promoted by stage star Michael Crawford — which aims to provide homes for parents wanting to be near their children in hospital.

The brand will also feature in a £150,000 national Press advertising campaign from this month featuring the copy line "When your child is off his greens give him an orange".

Seven Seas, who acquired the Adexolin and Minadex brands from Evans Medical a year ago, say sales of the two have seen a dramatic upswing following growing recognition that many young children benefit from daily supplementation.

Tom Hardman, marketing manager, says the COMA report (*Babycare* March 12 p10) which recommended supplementation from age six months to at least two and preferably five years, was "extremely significant".

■ **Lee Rom** have added two new bathtime products to their range of corner protectors, latch guards, slam preventors and other child safety products.

Topple Proof is a moulded, semi-rigid smooth plastic ring with four legs, each braced for support and strength and carrying a rubber suction cup which holds the device in position.

Designed for children from around six months, Lee Rom say Topple Proof is the way to a relaxing and enjoyable bath-time, providing the necessary support, allowing freedom of movement for play, yet leaving mum's (or dad's) hands free for washing.

Developed to fit Topple Proof is Lee Rom's Spongy Seat in thick contoured foam for bath use to prevent slipping and sliding. Spongy Seat is available in yellow, red or blue, and comes packed in a poly bag with header card.

■ **Savlon nappy rash cream's** new consumer Press advertisement depicts nappy rash throwing in the towel. Titled "nappy rash finally admits defeat", Care Laboratories' advertisement, featuring a white terry nappy waving surrender, is appearing in major mother and baby titles, including *Practical Parenting*, *Mother* and the annuals "All Change" and "Maternity and Mothercraft" this Autumn.

■ **The First Years** is a US-based company but their policy of launch, launch and launch again is making them a big name over here too.

In fact, the UK-arm of the company, which is part of the Kiddie Products Inc. says it has been so well received in the UK that it expects to more than double its distribution in the 1988 fiscal year.

Latest products include a "Hear My Voice telephone" with an instant reply feature to enable the child to hear its own voice and another product on the aural stimulation theme called the Butter Flutter toy. The Flutter not only rattles, but squeaks and crackles too and costs £6.99. Finally, Peek-a-Boo, an old favourite as baby games go, is given a new dimension with the Peek-a-Ball (£6.99), which exposes a smiling teddy bear face on one side while on the other side is Tina Bear.

The ball is made from soft fabric and rattles as well as rolls. Visual appeal is added by bright red, yellow and blue fabrics.

The First Years say that their constant aim is to make safe, durable toys at an affordable price.

■ **Cussons** say that their baby toiletries range, two years after its launch, continues to hold its position in a market largely dominated by Johnson & Johnson and own label ranges, with a 4 per cent share. Unsurprisingly, given the position of Cussons in the soap market, the cartoned baby soap is the range's leading player.

OWN LABEL

Bringing it all back home

Never say "own label" unless you want to be pulled up short by a wholesaler. They would have you believe that their baby care products are brands in their own right and not the cheap and cheerful alternatives of old. Convinced? C&D reports

When is an own label product not an own label product? When it is a baby care brand in its own right is the answer, according to David Watkinson, retail development manager of Vantage, part of the AAH Group. Vantage already have around 40 baby care products in their portfolio, ranging from shampoo to cotton buds, and wipes to nappy liners.

Vantage's own label products are successful on anybody's terms, growing at a rate of 50 per cent each year for the last five years, with baby care taking 50 per cent of that business. But to keep that upward curve, says Mr Watkinson, a more sophisticated approach is needed. "Expectations are being raised by some of the leading own brand producers in others trades, like Marks & Spencer," he said.

Over the last six months Vantage have redesigned their own label products with the help of Lyndon Fisher Associates, a design consultant. The result — a pastel teddy bear logo and graphic — has been very successful in its aim of projecting an image of stability and comfort, and reassuring mothers on quality.

Price points are less of an issue these days, Mr Watkinson feels, as consumers have a greater amount of disposable income and want quality products. "If you ask the consumer what their price

expectations are they have very little idea," he said, "more and more, they are buying an item because they want to buy it."

Although most baby care ranges are suitable for development, there are some cases where it is not viable to provide an own label alternative, says Mr Watkinson. Baby milks or baby foods are an important potential market he said. "But the opportunity for baby milks is not very great for own brands. Production of baby milks requires a high level of technical knowledge and a large marketing input."

And Vantage have launched a number of new baby care items recently. In November 1987, they launched Ultra nappies, which have already become a £1m plus brand. In July this year, the company offered a baby lotion wipe followed by a disposable bib with Vantage orange trim, nursery illustrations, and waterproof backing in August. "This was not just a me-too response," said Mr Watkinson, "we are looking to be innovators where possible. Only very rarely is own brand in at the beginning, but we do aim to be," he said.

In line with this aim, they have introduced a nappy tape complete with Vantage logo for this Autumn, and they plan to introduce a baby sponge, retailing at £0.36 and baby scissors retailing at £0.89 before Christmas. They will also introduce an ink banded wetness indicator on nappies in the New Year together with "at least four other baby care lines within the first six months of 1989," said Mr Watkinson.

Unichem also has a big own brand profile with around 52 products ranging from feeding bottle steriliser tablets introduced in May of last year, to a range of ultra absorbent nappies, made in their own factory in Rochester, introduced in last year. Since the Ultra nappies were introduced, Unichem's nappy sales have risen by about 40 per cent; and Tony Foreman, general sales manager says the Ultra brand is generating £80,000 of business each month.

Unichem have developed a baby cartoon "character" to tie in with a more aggressive merchandising approach. The move sees the sales force split into 17 territory salesmen, and 7 key account salesmen and with increased emphasis on point of sale activity.

Own brand will be a top priority for the new team and Unichem will be employing part time merchandisers at their Hinckley and Croydon depots to

organise shelf space in 100 pharmacies at each location.

Unichem have already spent £100,000 on a TV campaign in 1988 and plan more promotions in-store later in the year.

And next year the company is planning to introduce at least 12 new baby care products with "most of our activity more consumer orientated."

Mr Foreman would like to see chemists taking a more selective approach to the booming baby care market by rationalising their stock. "Chemists are starting to look at their ranges more closely," he said, "there is a move to take one market leader, a good own brand and a cheapie instead of six or seven brands."

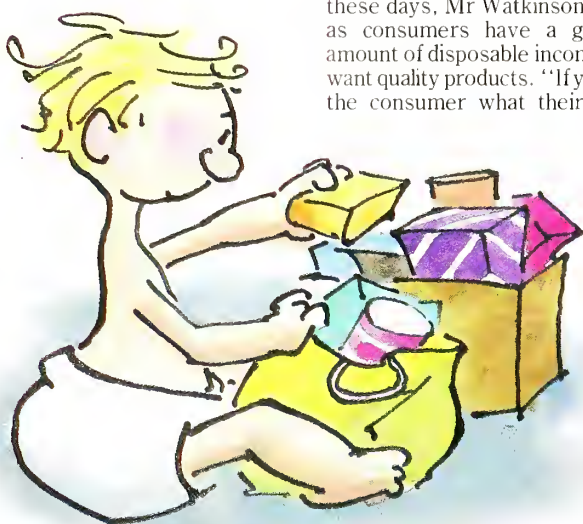
Numark's marketing manager Trevor Maling echoes both the Vantage and Unichem representatives in thinking that "image is very important. And image not only to the consumer, but to the chemist. He must have confidence in the product." In Numark's case, this led to the development of a bear logo, and a strengthening of overall image.

Numark's turnover is expected to be £14-15m in 1988, with baby care taking the biggest share of own brand products. Each year, says Mr Maling, the company will be looking for a double figure growth as "virtually all our over-the-counter brands are own brand with the exception of Nu-Soft, which is a £1m brand in its own right". The company plans to build on this expansion, by adding around 10 new baby care products to the Numark portfolio of around 25 products within the next six months.

Numark has also responded to what they perceived as a trade demand for smaller sizes. At the end of 1987, they introduced smaller packs of Ultra Dry nappies after talking to pharmacists and finding out that they wanted to get nappies on shelf.

David Watkinson also feels that there is no great pressure to provide American-style multi-packs to pharmacies. "Multi-pack has a place within the supermarket, where people take cars. But many pharmacists are providing a community service. Where a mother is staggering down the road with a baby and a buggy multi-pack is not appropriate."

Wholesalers are determined to keep pressing home the message that quality plus a cheaper price equal value for money. And with motivated sales teams and new products they will keep talking until they have converted their customers.





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PRESS SURVEY

Read all about it

Activity in the baby market sectors is reflected by the boom in advertising in the mother and baby Press. This list of current advertisers is drawn from issues covering October from the Argus Press Group's three titles *Parents*, *Mother & Baby* and *Mother*. IPC's *Practical Parenting*, Family Publications' *Young Mother*, and *Under Five* and the upmarket *Baby Magazine*.

C&D's "who's advertising" list shows the number of magazines carrying advertising for each of the brands.

Among the major (double page spread) campaigns being run are those for Cow & Gate juices; the Farleys Rusks/Baby Ribena cross promotion; Heinz savoury specials; Johnsons baby bath; Maws breastfeeding range; Peaudouce Babykini, Togs; and Wright's Baby Softies.

Outside the advertising, Edwina Currie's proposed ban on the advertising to mothers of bottles and teats has aroused the fury of at least two of the mother and baby Press editors, and many of the readers too.

In the October issue of *Mother & Baby*, editor Eileen Fielding records that "99 per cent of the 2,000 readers responding to the magazine's campaign agree the ban is "unnecessary and senseless".

The coming of MMR vaccine rightly occupies the minds of those magazines catering for the mums

of young babies. *Mother*, *Parents*, *Practical Parenting* and *Baby Magazine* all include rundowns on

the new triple vaccine, the last two even feature the subject prominently on their covers.

	Mags	Total Pages
Anbesol	5	2.5
Avent teats/bottles	1	1
Baby Fresh wipes	2	4
Bickiepegs	2	1
Calpol Six Plus	3	1.5
Colgate Junior	1	1
Cow & Gate juices	7	9
yoghurt	1	2
Dentinolx colic drops	3	1.5
cradle cap	2	1
teething gel	1	0.5
Dress-it tape (3M)	1	1
Endekay range	1	1
Farleys rusks	1	2
with Baby Ribena	3	6
Heinz savoury specials	5	10
Infacare lotions	3	6
Johnsons baby bath	4	10
baby oil mousse	2	2
Junior Disprol	3	3
Junior Panaleve	3	3
K-Y Jelly	3	3
Lancane	1	0.2
Liga rusks (Cow & Gate)	4	4
Macleans milk teeth	5	5
Maws breast feeding range	3	6
feeding sets	2	4
Medised	1	0.5
Metanium	4	2
Milton 2	3	3
Milupa foods	5	5
Napisan	2	1
Nappy sacks	1	0.5
Nelsons haemorrhoid cream	3	0.4
Numark baby range	5	5
Nurse Harvey's gripe mixture	3	1.3
Nursery range (Lewis Woolf)	1	1
Peaudouce Babykini	6	12
Preparation H	6	6
Pur Throwaways	2	4
Rotersept spray	1	1
Savlon cream	1	1
Sensodyne Search	1	1
Togs	5	9
Ultra Pampers	3	4
Vagisil	1	0.2
Vaseline	1	1
Weleda calendolon ointment	1	1
Wright's Baby Softies	6	12
Wyeth Progress	1	2



breast pump has always been a
idea, in theory. It means a baby
s gets the best possible feed,
if sometimes mother can't be
to give it to him.



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joyable to use. So before we
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others, mothers-to-be and
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ly created a great deal of interest
ngst mothers.

nd with a retail price of £14.95,
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novative design. It meets the
est standards of health and
ene throughout the world.
nd with attractive packaging, it
y stands out on the shelf.

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and tackled them
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